26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION JANUARY 14, 1957 35¢ PER COPY

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15.6% Food Dominance

Market figures prove 15.6% more dollars are spent for food in the Grade B area of WXEX-TV than in the Grade B area of any other Richmond area TV station

Food Dollars Spent

WXEX-TV $230,866,000

Station B $199,661,000

Station C $199,700,000

Source: Sidney Hollander Associates

WXEX-TV

Tom Tinsley, President NBC BASIC—CHANNEL 8 Irvin G. Abeloff, Vice Pres.

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

in Huntington, W. Va.

NOVEMBER ARB

SHOWS

WHTN-TV

SUNDAY NIGHT 11 P. M.

20th CENTURY THEATRE

has 4 times the audience of STATION "B"

COST? . . . . only $1.33* per M

and on . . . . SATURDAY NIGHT 11:15 P. M.

20th CENTURY THEATRE

has nearly 3 times the audience of STATION "B"

COST? . . . . only $1.00 per M

*based on 26 time-class "c" minute

For The Whole Story... Ask Petry!

WHTN-TV

CHANNEL 13

A COWLES STATION

Robert R. Tincher, General Manager
Represented by
Edward L. Petry Company

in IOWA:

NEW A·R·B REPORT!

KRNT-TV AGAIN Sweeps Ratings!

16 OUT OF TOP 20

9 out of top 10 Multi-Weekly Shows★
7 out of top 10 Once-A-Week Shows★

323 FIRSTS in 476 Quarter Hours

	MULTI-WEEKLY		AVG. RAT.
★ 1.	Russ Van Dyke News	10:00 P.M.	40.6
★ 2.	Al Couppee Sports	10:20 P.M.	28.2
★ 3.	Paul Rhoades News	6:00 P.M.	17.0
★ 4.	Bill Riley's Rascals	5:20 P.M.	16.2
★ 5.	Captain Kangaroo	8:00 A.M.	15.9
★ 6.	Guiding Light	11:45 A.M.	14.0
7.	Comedy Time	4.00 P.M.	13.3
★ 8.	Cartoon Club	5:00 P.M.	13.2
★ 9.	Garry Moore	9:00 A.M.	13.1
★10.	Our Miss Brooks	1:00 P.M.	12.8

	ONCE-A-WEEK	AVG. RAT.
★ 1.	Ed Sullivan	55.8
★ 2.	I Love Lucy	53.2
★ 3.	$64,000 Question	51.3
★ 4,	What's My Line	46.2
★ 5.	$64,000 Challenge	41.0
★ 6.	Red Skelton	39.9
7.	Lawrence Welk	39.4
★ 8.	Lassie	39.0
8.	Perry Como	39.0
10.	Wyatt Earp	38.7

Katz Has The Facts On That—
Very Highly Audience Rated,
Sales Results Premeditated,
CBS Affiliated
Station in Des Moines!

DES MOINES TELEVISION

KRNT-TV

Channel 8 in Iowa

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KRLD-TV LEADS IN ALL.. 3

RATINGS FROM THE LATEST PUBLISHED DALLAS AND FORT WORTH TELEPULSE REPORTS

1 KRLD-TV Channel 4

PRESENTS 14 OUT OF THE TOP 15 ONCE-A-WEEK SHOWS IN THE DALLAS METROPOLITAN AREA.

Dallas is served by four television stations, but most television homes in this booming metropolitan area are tuned more of the time to KRLD-TV, Channel 4. Alert local programming, plus stellar CBS presentations frequently build for Channel 4 more audience than the next two stations combined, and at times more than all three put together.

For news, adventure, mystery, variety, comedy and all the other fascinations of television, Dallas viewers know they can tune to KRLD-TV and get the very best. Consistently, all or nearly all of the top fifteen weekly television programs are presented over the facilities of KRLD-TV, Channel 4.

2 KRLD-TV Channel 4

DOMINATES THE COMBINED TELEVISION AUDIENCES OF THE DALLAS AND FORT WORTH METROPOLITAN AREAS

The combined Dallas and Fort Worth audience of KRLD-TV is greater than any other station's during 45 of the 72 quarter-hour periods from 6 a.m. to midnight weekdays.

KRLD-TV dominates 30 out of the 68 Saturday quarter hours in this four-station market, and 42 of the 68 Sunday quarter hours of telecasting.

On Sunday evenings, when the largest TV audience of the week gathers before Dallas-Fort Worth sets, more people watch Channel 4 than any other station 90% of the time . . . often more than all three other stations put together.

3 KRLD-TV Channel 4

COVERS MORE AREA THAN ANY OTHER TV STATION IN TEXAS

The lower the channel, the greater the power and the higher the tower, the farther a station can project television satisfactorily. Channel 4 is the lowest in Dallas or Fort Worth, and this far-reaching signal is beamed at the maximum power allowed by the Federal Communications Commission from atop the second tallest man-made structure in the world . . . 1,685 feet above average terrain.

KRLD-TV goes clearly into nearly 600,000 television homes in Texas and Southern Oklahoma, reaches more than one-fourth of all the people in Texas . . . one-third of all Texas Television sets.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

KRLD-TV

CBS

Owners and operators of KRLD, 50,000 Watts, The Times Herald Station . . . The Branham Co., Exclusive Representative.

JOHN W. RUNYON
Chairman of the Board
CLYDE W. REMBERT
President

closed circuit

SOME OTHER TIME • FCC indefinitely deferred action on proposed changes in station multiple ownership rules after discussing last Friday confidential memorandum of Roscoe L. Barrow, director of special Network Study Staff. Barrow report urged FCC to postpone multiple ownership action until final report of his staff is ready —presumably by June 30—but made no secret of his personal feelings that present rule limiting tv ownership to five vhf and two uhf stations be kept or even tightened. (For full story of Barrow report, see page 27.)

B•T

IT WOULDNT be surprising to see name of Sylvester L. (Pat) Weaver, former NBC president, appear on ABC-TV's air credits sometime soon. Since his severance from NBC last year, Mr. Weaver has not announced plans but he may be retained as programming consultant by AB-PT and also may package several shows for fast-moving "third network."

B•T

PARAMOUNT AND TV • Acquisition by Paramount Pictures Corp. of Randy Wood's Dot Records has revived speculation about tv future of Paramount. Insiders generally have figured that if fourth network project is revived, it will surround DuMont's operation but under Paramount Pictures' auspices. KTLA (TV) Los Angeles is owned by Paramount which holds nearly one-third interest in DuMont Laboratories Inc., licensee of ch. 5 WABD (TV) New York and ch. 5 WTTG (TV) Washington. These three stations, it's generally surmised, could serve as neucleus of fourth network, possibly founded on Paramount feature films. Paramount is only major which has not yet put its film products into syndicated market.

B•T

WITH acquisition of KOB-AM-TV Albuquerque (subject to customary FCC approval), President-principal owner Stanley E. Hubbard, of KSTP Inc., has announced intention to procure "maximum quota" of radio and television stations. He will seek properties in markets with "growth potentials," such as Albuquerque.

B•T

UNDER WRAPS • Look for House Antitrust Subcommittee to go along with ABC-TV's plea that network's list of billings and discounts to advertisers not be put in public record. Subcommittee staff is known to be sympathetic to ABC request that discounts be kept secret because network was in "past" at competitive disadvantage with CBS-TV and NBC-TV and was forced to sell time to some advertisers at discounts greater than those listed on rate card in 1955 and first six months of 1956 [B•T, Dec. 31, 1956].

ONE of broadcasting's toughest problems —standard circulation measurement—faces NARTB directors Feb. 6-8 at Hollywood Beach, Fla., with reports to be made on unpublicized radio and tv projects. Field work in four-year tv circulation study will be reviewed late this month by special subcommittee. Similar radio group, still in early stages of developing standard formula, will go over list of proposed plans for all-industry radio measurements.

B•T

RE-RUN IN OKLAHOMA • One name being mentioned prominently as candidate for 1958 Democratic nomination for governor of Oklahoma is cattleman-broadcaster (president and 25% owner of KWTV [TV] Oklahoma City) and former Governor Roy J. Turner. He reportedly is strongly considering making race and, if successful, would become first person ever to serve two terms as chief executive of Oklahoma, which has constitutional provision prohibiting a governor from succeeding himself. Mr. Turner, governor from 1947-51, made unsuccessful attempt to unseat Sen. Robert S. Kerr (D-Okla.), also former governor and president and just over 50% owner of WEEK-AM-TV Peoria, Ill., in 1954 primary election.

B•T

IN CONTROVERSY over WGN-TV Chicago's decision to cancel "Martin Luther" film—and not reschedule it—may be factor not generally publicized. It's understood actual decision was made at top level of parent Chicago Tribune *and that Ward L. Quaal, vice president and general manager of WGN Inc., was merely carrying out wishes of newspaper licensee.*

B•T

ISLAND HOPPER • FCC Comr. Robert T. Bartley leaves Jan. 18 for Hawaii on official mission which will include implementation on Conelrad system to conform to continental pattern of operation, wherein radio silence is imposed except on two Conelrad frequencies. While strategic Hawaii has alerting system, geography has prevented coordination with U. S. pattern. Comr. Bartley also will participate in Coast Guard safety-of-life communications sessions and return to Washington Feb. 4.

B•T

TWO other members of FCC will be away on special assignments at end of January, which would indicate minimum action on important pending matters during that period. Comr. Rosel H. Hyde tentatively is scheduled to return to Mexico City to formally close bi-lateral agreement under NARBA on standard broadcast operations [CLOSED CIRCUIT, *Jan. 7*] *and Comr. Robert E. Lee is due to attend safety and special services meetings in Miami beginning Jan. 27.*

PITCH FOR PLYMOUTH • Several advertising agencies understood to be soliciting Chrysler Corp. for Plymouth Motors Div. account, now serviced by N. W. Ayer & Son, Detroit. Agencies reportedly pitching for automaker (whose broadcast billing is said to be highest of all Chrysler divisions) are Grant Adv., Detroit (Dodge Div. agency which last fall assumed responsibility for Plymouth's share of *Ray Anthony* and *Lawrence Welk* shows on ABC-TV); D'Arcy Adv. (which resigned Packard Motors Div. of Studebaker-Packard Corp. last October); Cunningham & Walsh (which under recent expansion, looms large among top 15 agencies, with $50 million billing), and Brooke, Smith, French & Dorrance (which in December resigned Hudson Motors after 22 years continuous service to resolve "potential competitive account"). Possible agency switch is attributed to Plymouth's new "management team" and its desire to edge Buick out of number three auto supremacy position.

B•T

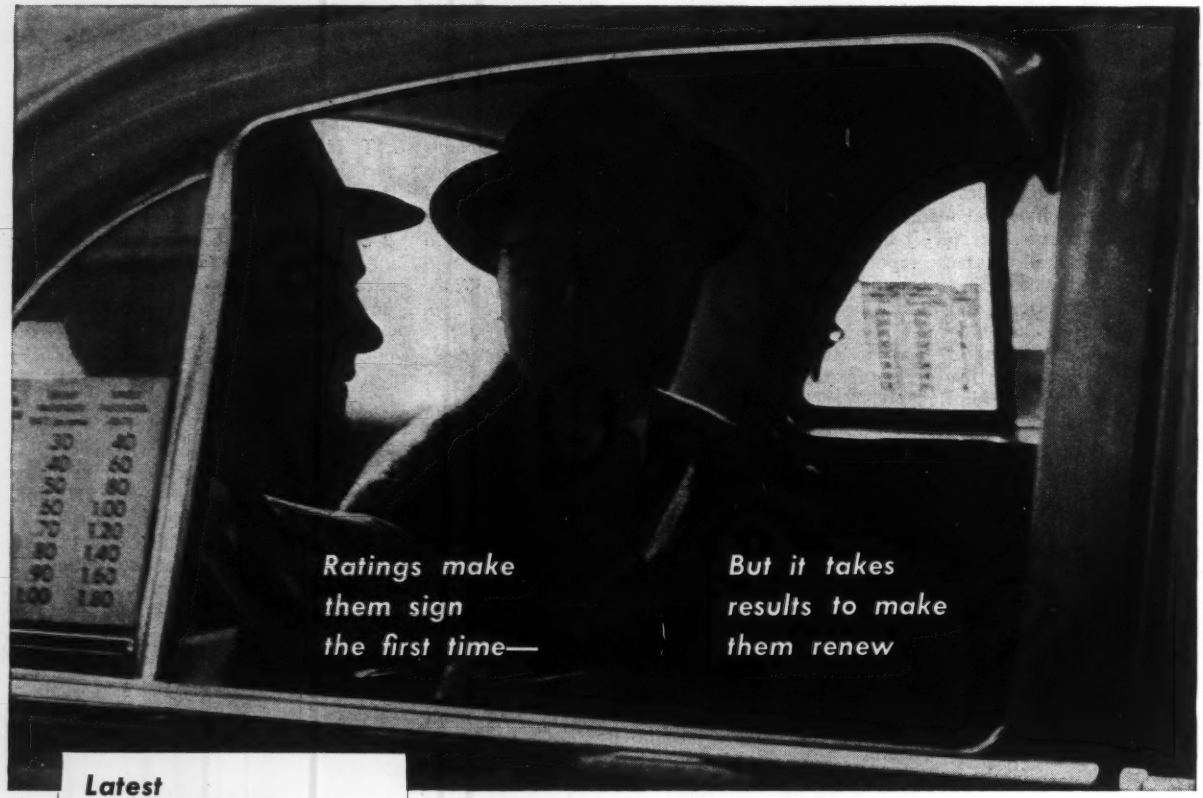
WHILE color tv is not entirely conspicuous by absence from this week's National Appliance & Radio-Tv Dealers Assn. convention agenda, it seems to have taken back seat. Despite situation, NBC-TV Chicago color authorities are convinced, with predicted slackening of 1957 monochrome set sales and small profit margin of portable tv, dealers eventually will climb bandwagon as simple dollars-and-cents consideration.

B•T

RELIEF RECORD • All-network Hungarian Relief program Christmas Day may go down in records as most successful campaign fund raising effort in broadcast and other annals. Red Cross has reported that immediate and dramatic response to show resulted in "more than $1 million" in contributions within 24 hours of broadcast and that goal of $5 million is being exceeded. More than 365 tv stations and 1,300 U. S., Canadian and overseas radio stations carried relief program. "This should make the program the greatest one-time combined broadcast in history," reported George Wolf, vice president and director of radio and television of Ruthrauff & Ryan, voluntary agency for program.

B•T

IN MOVE aimed at diversification of activities, National Telefilm Assoc., New York, understood to be completing plans for entering theatrical distribution field. NTA presumably will begin with package of feature films acquired when it bought Rainbow Pictures from Paramount, obtaining all rights to such films as "Bells of St. Mary's," "Gulliver's Travels," "Encore" and "Trio" and subsequently intends to obtain other features for theatres. NTA completing negotiations to employ well-known theatrical distributor to head new operation.



Latest
METRO PULSE
WHB first all day and night. WHB first 360 out of 360 quarter-hours. In and out of home, Mon.-Fri., 6 a.m.-midnight.

Latest
AREA PULSE
WHB first all day. WHB first 263 out of 288 quarter-hours. 25 second place ¼'s, none lower. Mon.-Sat., 6 a.m.-midnight.

Latest
AREA NIELSEN
WHB first all day and night, with 42.7% share of audience. WHB first every time period. Mon.-Sat., 6 a.m.-6 p.m.

Latest
HOOPER
WHB first all day with 42.2% of audience. June-Sept., 4-month average Mon.-Fri., 7 a.m.-6 p.m. Sat. 8 a.m.-6 p.m.

at WHB . . . 87% renewal

87% of WHB's largest billing local accounts in 1955 . . . have renewed in 1956 . . . with several contracts yet to come up for renewal! Sure, WHB dominates Kansas City on every national survey. Sure, Storz Station programming quality attracts tremendous audiences —which in turn attract advertisers. But it takes *results* to make local advertisers come back for more. And WHB is Kansas City's *results station.* So much so, that WHB has a higher percentage of renewals for both local and national advertisers than any other Kansas City radio station. Talk to the man from Blair, or WHB General Manager, GEORGE W. ARMSTRONG.

WHB
10,000 watts—710 kcs.
Kansas City, Missouri

The Storz Stations

Today's Radio for Today's Selling

TODD STORZ
President

WDGY Minneapolis-St. Paul
WHB Kansas City
WQAM Miami
Represented by John Blair & Co.

KOWH Omaha
WTIX New Orleans
Represented by Adam Young Inc.

at deadline

Warner Set to Start Work On $600,000 Expansion Plan

WARNER BROS. will start early next month on $600,000 construction of first building at Warner Bros. Studios, Burbank, Calif., as part of major building program to provide additional office space and production facilities for its expanding tv activities, Jack L. Warner, president, announced Friday.

Initial building, located in northeast section of vast studios and fronting Warner Blvd., will have 26 office suites with 130 offices, 26 fully equipped film editing rooms and four complete projection rooms. It will accomodate independent producers of filmed ABC-TV programs and provide added facilities for studio's own tv division currently producing *Cheyenne* and *Conflict* tv series.

Structure will rise above steel piers with parking underneath for 100 automobiles. Warner also plans to enlarge present tv and laboratory building on north side of Warner Blvd. Warner Bros. noted its tv division early this year will have more than tripled its production schedule. Warner and AB-PT have working agreement for use of facilities.

Hurleigh Heads Executive Board Of Radio-Tv Correspondents

ROBERT F. HURLEIGH, MBS news commentator and director of Washington operations, Friday was elected chairman of executive board, Radio & Tv Correspondents Assn.

Other officers elected to executive board at association's organizational meeting: Edward P. Morgan, ABC, vice chairman; Julian Goodman, NBC, secretary; Lewis Shollenberger, CBS, treasurer. Elected as delegates at large: Bryce W. Burke, United Press Movietone; Ann M. Corrick, Corrick Productions; Leslie Higbie, MBS staff correspondent.

It's Official on KERO-TV Sale

PURCHASE of KERO-TV Bakersfield, Calif. by Wrather-Alvarez Broadcasting Co. for $2.15 million [AT DEADLINE, Jan. 7] concluded, subject to FCC approval. KERO-TV will be under direction of George Whitney, vice president and general manager of Wrather-Alvarez; Art Mortenson, manager of KFMB, Wrather-Alvarez station in San Diego, will be general manager of KERO-TV, and Gene De Young, president of Kern County Broadcasters, present owner of station, will remain as executive director. No change in KERO-TV personnel contemplated.

KFMB-TV, Keen Backed

RULING that a tv reporter is in same category as a newspaper in rights to freedom of press, California Fourth District Court of Appeals at San Bernardino Thursday made permanent order requiring Superior Judge John A. Hewicker to allow all news reporters or their agents to take notes in courtroom [B•T, Jan. 7]. Writ restraining Judge Hewicker from barring taking of shorthand notes was sought by KFMB-TV San Diego and Harold Keen, newscaster on station, after judge had twice refused Mr. Keen permission to have stenographic aides take shorthand notes of testimony and other proceedings in Ruth Latham kidnap trial.

BING'S AVAILABLE

IS IT TRUE that networks will neither sing nor sign with Bing? Bing Crosby bid, through agent, reportedly got nowhere with NBC for either tv guest or one-shot appearances, or radio series. Radio executives felt Mr. Crosby's talents would not fit network's current needs; tv executives did not have opening for guests or specials. ABC has been approached, has made no decision. Mr. Crosby's radio contract, which ran out with CBS on Dec. 20, 1956, was not renewed.

Levitt Elected President Of Calif. Natl. Productions

ELECTION of Robert D. Levitt, vice president-general manager of California National Productions Inc., to president and board member announced Friday at NBC subsidiary's board meeting.

Mr. Levitt, with CNP since July 1956, has been operating head since Oct. 23, 1956, when he was named chief executive officer succeeding Alan W. Livingston, who became head of NBC-TV programs originating on West Coast. He joined CNP as general manager after having been director of national sales at Screen Gems. His background also included vice president and director of Hearst Publishing Co. (1951-1955) and executive posts with Hearst promotion enterprises and Selznick productions.

CNP, acccording to Mr. Levitt, concentrating on supplying first-run film series for world syndication, with production in Hollywood starting on *The Silent Service* and arrangements being completed in England for *Capt. Horatio Hornblower* series.

WSFA Changes Call, Now WHHY

NEW call letters for WSFA Montgomery, Ala. —sold by WKY Television System Inc. for $175,000 to Charles W. and Connie I. Holt and Robert N. Robinson [B•T, Dec. 10, 1956] —is WHHY. Mr. Robinson, 20% owner, has taken over as manager.

IS IT ALL THERE?

IN PROJECT to determine how much of transmitted picture is seen on average home tv screen, WRCA-TV and Screen Gems, both New York, will cooperate in special test on WRCA-TV Thursday (6:30-6:45 a.m. EST). Test will consist of transmission for 15 minutes of lined and numbered charts, outer edges of which represent limits of areas scanned and telecast by station. Interested viewers will be invited to participate in test by dropping card to WRCA-TV listing numbered limits of their particular picture.

Peter Keane, Screen Gems technical director, who is credited with having stimulated interest in project, will analyze returns to determine if steps are needed to avoid pictures and credits which bleed off screen, or if information now is needlessly crowded into middle of screen.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS AGENCIES, page 29.

DIRECTORY SPOTS • General Telephone Corp. (telephone system), to promote directory, is preparing radio and television spot announcement campaign in about 30 radio and 10 tv markets, starting Feb. 25. Contract for 26 announcements will run for four or five weeks. H. B. Humphrey, Alley & Richards, N. Y., is agency.

FARM CAMPAIGN • Armour & Co., Chicago, through N. W. Ayer & Sons, N. Y., planning radio spot announcement campaign near early morning farm shows, starting Feb. 4 for 13 weeks in about 14 markets, on behalf of product for animals.

BEHIND THE STORY • There's more than meets eye in National Board of Fire Underwriters' decision to go into radio and tv on paid basis (early story page 45). It's largely test effort in each medium, though perhaps more so in television (10 stations) than radio (116 stations). Radio Advertising Bureau and Television Bureau of Advertising, working separately, figured prominently in NBFU's decision to invest in their respective media. Tv campaign pegged at $300,000. No figures out on radio.

L & N FOR BORDEN • Borden Food Products Div., Borden Co., N. Y., Friday appointed Lennen & Newell to service new product, which client and agency both decline to name.

BUYS ON ABC • Grant Co. of Chicago (M-O-Lene, woolen fabrics, cleaners) buys 10 5-minute segments weekly on ABC Radio's *My True Story, When A Girl Marries,* and *Whispering Streets,* all for 13 weeks effective Feb. 25. Grant's agency is Leeds & York, Inc., Chicago.

'CRISIS' IN FOR 'ARK' • *Noah's Ark,* sponsored by Chesterfield and Max Factor of Hollywood in Tues. 8:30-9 p.m. spot on NBC-TV, will be replaced by *Crisis* starting in February and running through September, it was learned late Friday. Chesterfield agency is McCann-Erickson; Max Factor's is Doyle Dane Bernbach (see early story page 38).

C & C to W & G • C & C Super Corp. has appointed Weiss & Geller, N. Y., to handle advertising for all divisions effective immediately. William F. Vinicombe, C & C advertising manager, moves to W & G agency as account executive.

MAY CHANGE MIND • C. H. Masland & Sons (carpets), Carlisle, Pa., which only few months ago declared it was going solely into print media, may change mind. Last in broadcasting 15 months ago (as participating sponsor of *Garry Moore Show* on CBS-TV), Masland

Continues on page 9

IN KANSAS CITY
if your client
wants reporting
that's raucous and racy—
there's a place to go...

If your client wants news
coverage that's responsible,
complete and award-winning—
it's **KCMO** Radio

Basic CBS—50,000 W.
Joe Hartenbower, General Manager
R. W. Evans, Commercial Manager

KCMO...One of Meredith's Big 4...All-Family Stations.

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. CBS	TV Channel 5 CBS	RADIO 620 kc. CBS	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 CBS

Represented by KATZ AGENCY INC — JOHN BLAIR & CO. — BLAIR TV, INC

MEREDITH *Radio and Television* STATIONS
affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

NCAA KEEPS ITS TIGHT GRIP ON FOOTBALL TV

ESTIMATED 350-400 NCAA delegates in St. Louis Friday adopted resolution for continued televised football controls and association's tv committee report, marking seventh straight year of restrictions (see earlier story, page 88). Lone dissenter during convention floor vote was U. of Notre Dame (as in 1956). Tv program becomes effective for 1957 with approval by main referendum of two-thirds of schools voting.

National Opinion Research Center Report No. 8 released by committee showed 5% gain in 1956 college football attendance, over half a million tickets sold and total paid admissions over $15 million for first time since 1950 (within 2% of pre-television levels). "Harmful effects" of even limited tv not finally eliminated, but figures suggest they are being neutralized by prosperous, growing economy, committee concluded.

Average Nielsen rating for eight national tv dates hit 30.5 in 1956 compared to 28.4 previous year, and NCAA games showed sectional coverage factor of 97.4%, report said. Total of 177 stations carried games on five occasions; peak of 179 hit for one contest. NCAA permitted nine telecasts under "sellout" rule and four under 400-mile provision, plus closed-circuit rights to Notre Dame, Yale and Ohio State. Committee reported 150 separate team exposures and 67 participating schools in NCAA program.

Tv committee also felt, despite lack of definite developments on toll tv in 1956, it can become actuality within a relatively short period if authorized by FCC and will have far-reaching effects on university and college athletic programs.

NCAA control program survived sixth successive year "without adverse legal incident," it was noted, and committee felt NCAA need not worry as long as it provides "reasonable" program. Tv committee each year proceeds on assumption United States antitrust laws are applicable to NCAA operations, committee observed.

Other tv committee conclusions: (1) Games facing no tv competition have 8% better attendance than games facing tv football competition or non-regional tv competition; (2) regional tv "hurts the most" with average attendance off 16% from average game facing no tv; (3) attendance at games facing local tv is high but number of games are few and are generally most attractive contests. Patterns hold true for both large and small colleges, report said.

Slenderella Set to Sign Deal For Tex & Jinx Radio Series

SLENDERELLA International (figure proportioning chain), Stamford, Conn., expected this week to announce signing with NBC Spot Sales to sponsor syndicated Tex and Jinx (Falkenburg) McCrary strip of *New York Close-Up* 10-minute programs on four NBC Radio affiliates [CLOSED CIRCUIT, Dec. 24, 1956]. Deal, through Management Assoc. of Connecticut, Stamford, reportedly calls for strip of McCrary celebrity interviews (condensed version of McCrary's nighttime WRCA New York programs) to be placed Monday, Tuesday and Wednesday evenings for 13 weeks starting Jan. 21 on WRCV Philadelphia, WMAQ Chicago, KSD St. Louis and KOA Denver. Slenderella also was granted exclusive option for placing *Close-Up* in 35 other markets.

It also was understood that new Tex & Jinx syndication office, headed by former executive producer Jerome M. Landay, will offer shorter, five-minute "interview nuggets" to stations outside Slenderella advertising orbit. Sponsorship of these shows—integrated or separate—would be limited to advertisers in non-Slenderella markets only.

Friends Not Party to WGMS

FCC Chief Hearing Examiner James D. Cunningham Friday denied petition by Friends of Good Music to intervene in protest hearing on sale of WGMS Washington to RKO Teleradio Pictures Inc. on grounds Good Music is not interested party (story page 74). Also denied was Good Music request to postpone hearing to Jan. 20. Hearing began as scheduled before Hearing Examiner Herbert Sharfman. Sale has been protested by minority stockholder Lawrence M. C. Smith.

• BUSINESS BRIEFLY

Continues from page 7

reportedly is weighing radio-tv spot test campaign in some 20 markets later in spring. Agency: Anderson & Cairns, N. Y.

FULL O' PLANS • Chock Full O'Nuts Corp., N. Y., which just signed Jackie Robinson as its vice president in charge of personnel, reportedly considering sponsorship of half-hour show featuring Guy Lombardo and Mr. Robinson. Advertiser, through Grey Adv., N. Y., is negotiating for Wed. 10:30 p.m. or Sun. 10:30 p.m. on WRCA-TV New York and in other markets.

CHRYSLER LIKES 'CLIMAX' • Chrysler Corp. late Friday was reported to have signed three-year renewal contract effective next fall for sponsorship of *Climax*, Thurs. 8:30-9 p.m. on CBS-TV. McCann-Erickson, N. Y., is agency.

JELL-O IN 80 • General Foods (Jell-O pudding), N. Y.. planning radio announcement campaign to start Feb. 6 for seven weeks in more than 80 markets. Young & Rubicam, N. Y., is agency.

DRIVE ON FOR FAB • Colgate-Palmolive Co. (Fab), N. Y., through newly appointed agency for that product, Ted Bates & Co., N. Y., placing 52-week radio and television spot announcement campaign to start Jan. 21.

TWO BUY 678 • Nestle Co. (semi-sweet morsels), White Plains, N. Y., through McCann-Erickson, N. Y., and Russell-Miller Milling Co. (Occident all-purpose flour), Minneapolis, through John W. Forney Adv., Minneapolis, launching tie-in spot campaign on 18 radio stations in five midwest states during February. Total of 678 spot announcements to be used.

PEOPLE

DWAYNE L. MOORE, account executive on Colgate-Palmolive, Ted Bates & Co., N. Y., elected vice president of agency. Elected assistant vice presidents at Bates: **WINSTON W. KIRCHERT,** media group supervisor, and **JOHN DOHERTY,** account executive.

H. A. KENT, retired board chairman, P. Lorillard Co., N. Y., returned as director on board filling vacancy created by retirement of **J. J. BLACKNALL.** Kent cigarette brand was named after him.

WILLIAM STOLLOWITZ, production manager, Doherty, Clifford, Steers & Shenfield, N. Y., Friday elected vice president of agency.

HOWARD HOMAN, general sales manager of KXOA Sacramento, Calif., for past six years, named station manager. **EWALD BERGER,** chief engineer, appointed director of operations for KXOA and KCCC-TV Sacramento.

Ewing, Others Promoted In shifts at RCA Labs

NEW RCA appointments—including advancement of Dr. Douglas H. Ewing, RCA Labs vice president, to RCA vice president, research and engineering—are being announced today (Mon.) for firm's research and engineering organizations by Dr. E. W. Engstrom, RCA senior executive vice president.

Three other executives promoted were Dr. James Hillier, chief engineer of RCA commercial electronic products, who becomes general manager of RCA Labs; Dr. George H. Brown, RCA Labs' director of systems research lab, to chief engineer of RCA commercial electronic products, and Humboldt W. Leverenz, from director of RCA Labs' physical and chemical research lab to assistant director of research at RCA Labs.

In new alignment, Dr. Ewing assumes responsibility for RCA Labs, RCA's engineering services. He will report to Dr. Engstrom. Except for Dr. Brown, whose office will be in Camden, N. J., all newly-appointed executives are to be headquartered at David Sarnoff Research Center in Princeton, N. J.

Group Asks ASCAP Probe

GROUP of nine composers and publishers Friday asked congressional investigation of operations of American Society of Composers, Authors & Publishers, complaining that ASCAP regulations "penalize" new writers and small publishers by permitting more money to be collected for replaying old songs than for creating new ones.

Group, represented by Arnold Malkan, New York lawyer, presented complaint to Rep. James Roosevelt (D-Calif.), member of House Small Business Committee, asking for legislation to change a "weighted" voting system in ASCAP which they feel gives too much control to big publishing firms.

Rep. Roosevelt asked the group for additional information and said he would review it and submit it to Small Business Committee.

RCA-NBC Has 'til Feb. 9

U. S. District Court in Philadelphia continued to Feb. 9 deadlne for RCA-NBC to answer Justice Dept.'s December antitrust suit that RCA-NBC "coerced" Westinghouse Broadcasting Co. to swap its Philadelphia am and tv stations for NBC's Cleveland am and tv stations plus $3 million [B•T, Dec. 10, 1956].

the week in brief

FCC WARNED OF TV MONOPOLY

Confidential memo by Barrow study staff urges delay in changing multiple ownership rules, foresees need of further limitations 27

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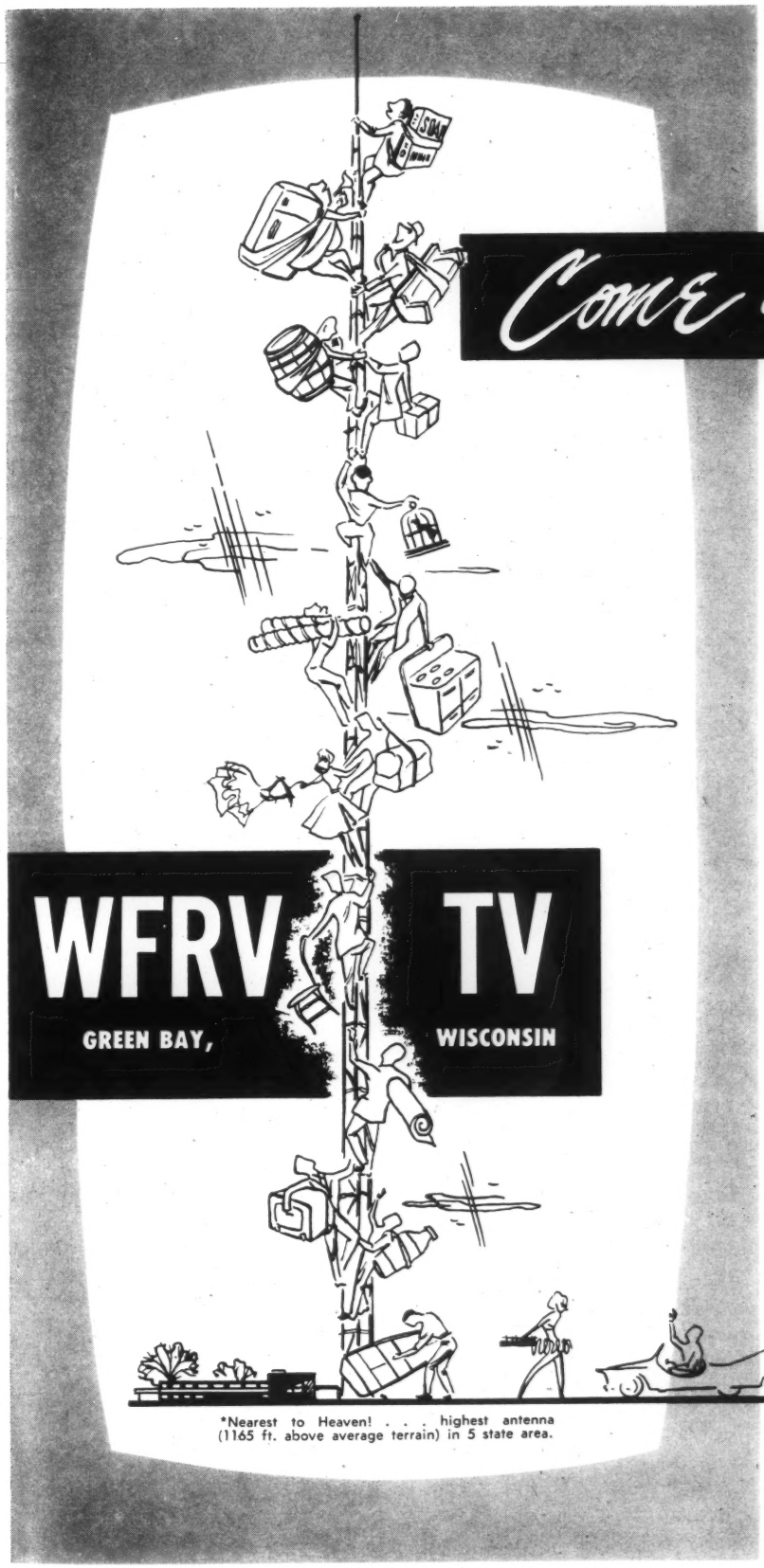


get aboard
the "Big 5"
on the NTH* tower

schedules are filling up
(no wonder!) but we can
make you comfortable

Now! More coverage, improved picture for 1,000,000 contented consumers! Maximum Power!

You can cover more of Wisconsin with Channel 5, Green Bay.

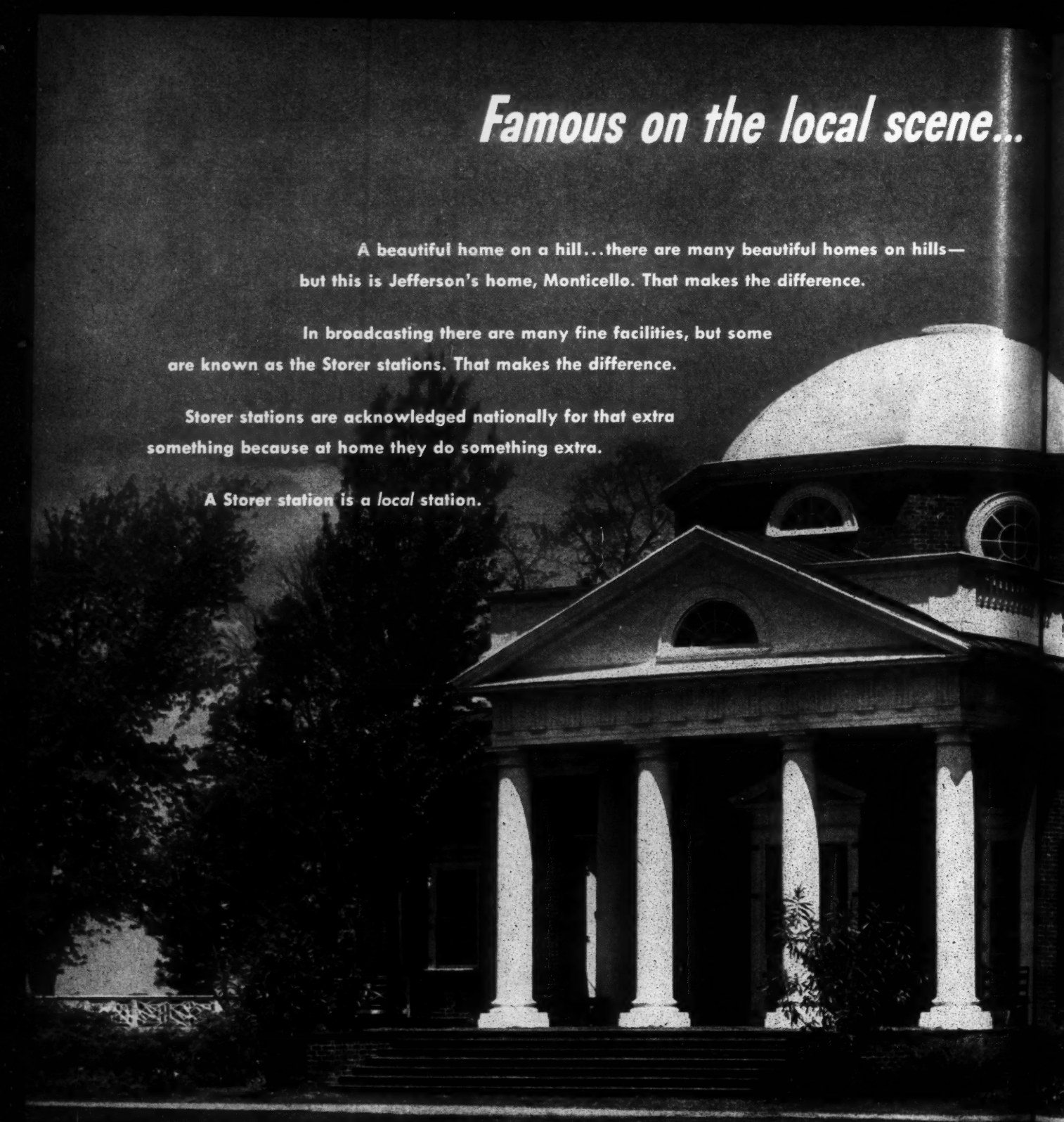
The only station completely and satisfactorily blanketing the famous industrial-agricultural counties of Wisconsin from Sheboygan to Upper Michigan . . . from Stevens Point to Lake Michigan.

Where annual retail sales top a billion! Where drug store sales exceed 2½ million! And food sales are more than 250 million!

Introductory Low Rates
Phone or Wire

... or ask **HEADLEY-REED**
to show you that WFRV-TV Fact Book

Famous on the local scene...



A beautiful home on a hill...there are many beautiful homes on hills—but this is Jefferson's home, Monticello. That makes the difference.

In broadcasting there are many fine facilities, but some are known as the Storer stations. That makes the difference.

Storer stations are acknowledged nationally for that extra something because at home they do something extra.

A Storer station is a *local* station.

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STORER BROADCASTING COMPANY

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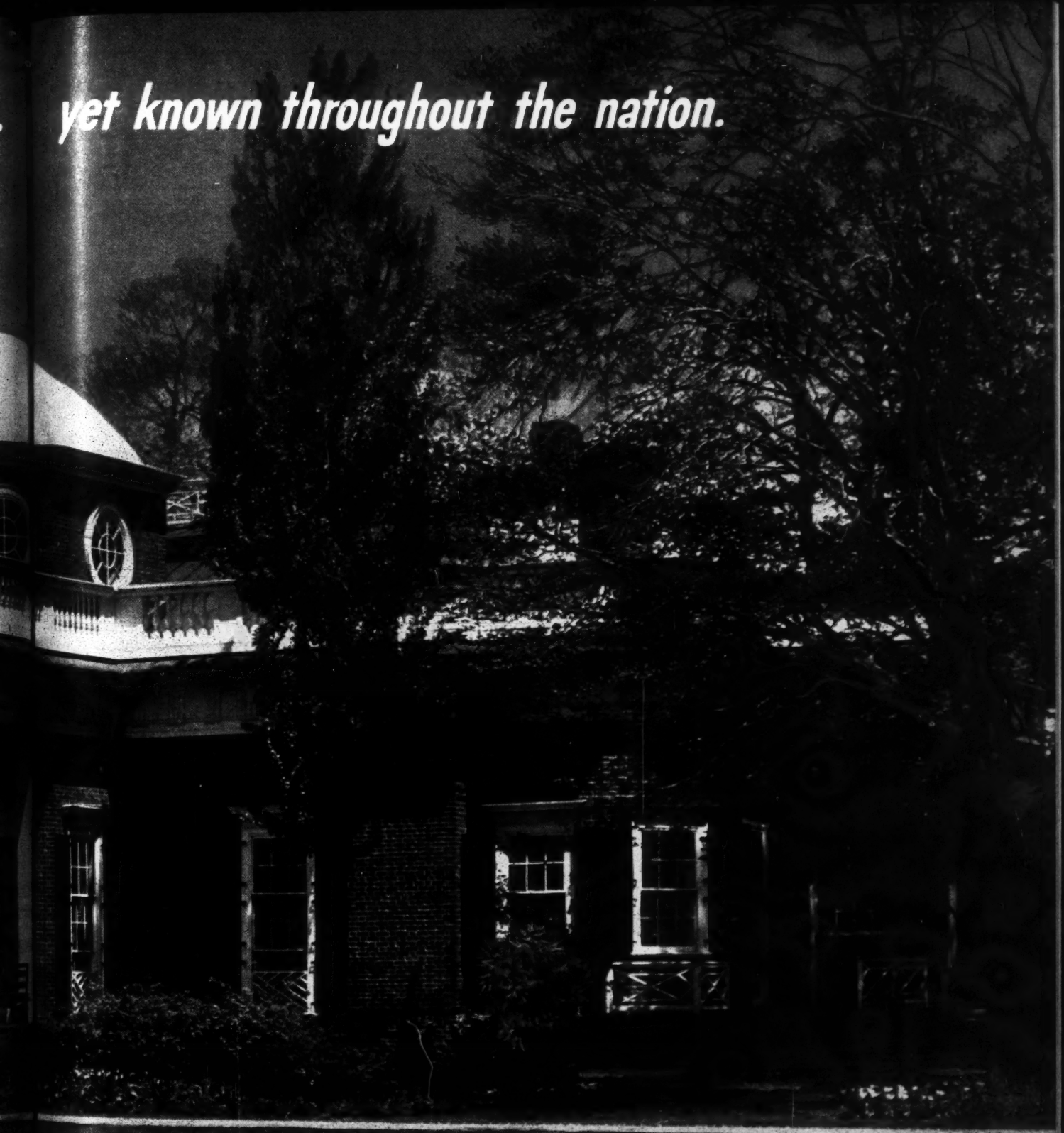
WSPD Toledo, Ohio	**WJW** Cleveland, Ohio	**WJBK** Detroit, Mich.	**WAGA** Atlanta, Ga.	**WBRC** Birmingham, Ala.	**WWVA** Wheeling, W. Va.	**WGBS** Miami, Fla.



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DOMINANCE

There are all kinds, and anyone interested in syndicated film dominance knows where to look in Southern California.

ARB says, month after month, that KTTV carries 8 or 9 out of the top 10 syndicated film shows in Los Angeles! And remember, Los Angeles is a 7-station market.

Couple this with KTTV's acknowledged lead in feature films—the nightly MGM Million Viewer Theatre, the Colgate Theatre (No. 1 in L.A. Nov. Pulse among all programs, local or network) and 20th Century-Fox Theater.

Add the extra strength of KTTV's local selling personalities and its unmatched News and Special Event coverage.

It adds up to dominance . . .

Yes, Southern California is different, and the difference is KTTV!

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV

CALL TO FREEDOM

NBC-TV's *Project XX* played Beethoven last Monday night. It lost.

In attempting to give its audience a nutshell history of Austria, from the Hapsburgs to the Figls—a 440-year period—by interlacing newsreel and feature film footage with on-stage shots of the Nov. 5, 1955, performance of Beethoven's "Fidelio" at the rebuilt, $10 million Vienna Opera, and punctuating this with overly-poetic narration by Alexander Scourby, *Project XX* came up with an interesting—but often tasteless—souffle that collapsed for lack of sufficient cohesive ingredients.

Whereas a 90-minute tv presentation of Beethoven's great opera would have evoked our most enthusiastic reception, "Call to Freedom" as a "departure in visual journalism" left us stunned by its ineptness. Henry Salomon & staff simply couldn't make up their minds whether to give us opera or history or both, and the result was indeed a sad one. Sad, because we had come to expect so much from *Project XX* that last Monday's venture was a keen disappointment.

Operatically, *Project XX* should be credited with skillful camera work during the actual "Fidelio" sequences and for bringing to television the voices of Dermota, Moedl and Seefried. But on the other hand, it should be held liable for some of the worst juxtaposition in the history of documentary film which, in its abruptness, confused not only the issue but the audience as well. To quote humorist Peter De Vries: "Each film should have a beginning, a muddle and an end." This one did.

Production costs: Approximately $175,000. Sponsored by RCA, RCA Victor and RCA Whirlpool-Seeger Corp., through Kenyon & Eckhardt, N. Y., on NBC-TV, Mon., Jan. 7, 8-9:30 p.m. EST.

Producer: Henry Salomon; asst. producer: Donald Hyatt; writers: Richard Hanser, Philip Reisman Jr. and Mr. Salomon; editor: Isaac Kleinerman; score: Robert Russell Bennett; narrator: Alexander Scourby; asst. film editor: Silvio D'Alisera; researchers: Dan Jones, Mel Stuart, Judith Greene; "Fidelio" sequence with Martha Moedl, Anton Dermota, Paul Schoeffler, Irmgard Seefried, Ludwig Weber, Waldemar Kmentt, Karl Kamann and the Vienna Philharmonic Orchestra directed by Dr. Karl Bohm.

ODYSSEY

ALTHOUGH its initial offering—a visit to fabulous Virginia City, Nev.—occasionally slowed to the pace of a prairie schooner, there were more than enough compensating factors to give promise of a bright future for *Odyssey*, which premiered Jan. 6 on CBS-TV.

Among plus values as the story of the lusty western boom town unfolded was general technical excellence, particularly evident in the special effects department and in the skillful interweaving of live and filmed sequences. Add to this some standout performances, notably Beatrice Kay's portrayal of Lily Langtry and Charles Collingwood's stint as the narrator, and it is easy to overlook the fact that the script sometimes dwelt too long on seemingly unimportant matters and too briefly on the more exciting elements in the history of the Nevada silver mining community. Lacking, too, was a clearcut explanation of Virginia City as it is today, despite the fact that there was a brief appearance by Lucius Beebe, the *bon vivant*, who currently owns the local newspaper.

Odyssey in future performances will continue to deal with man's outstanding adventures from prehistoric to modern times. The series should be a welcome addition to a somewhat lacklustre tv season of new shows.

Production costs: Approximately $55,000. Sustaining on CBS-TV, Sun. 4-5 p.m.

Narrator: Charles Collingwood; producer: Charles Romine in cooperation with American Assn. of Museums; asst. producers: Frank de Felitta, Ted Sack; director: Roger Englander.

YOU'RE ON YOUR OWN

THERE apparently is no end to the number of quiz shows that the Barry & Enright team can create. The latest entry, *You're On Your Own*, borrows from other successful programs but incorporates at least one new wrinkle: the contestant need not know much about a particular subject, but he should know where to find the answer.

The contestant has access to a large number of reference books on this program and also may call on anyone he knows who may provide the answer. It has a *This Is Your Life* touch as contestants are described by an off-stage voice who mentions little-known facts about their life. Since participants must search frantically through books, hastily telephone friends or relatives or perform some chore (like measuring a necktie to ascertain its length), it tends to resemble several audience participation shows. Though Steve Dunne is a likable master of ceremonies and the program sequences are amusing on occasion, *You're On Your Own* appears to be "lightweight" in dramatic content as compared to several other successful quizzes.

Production costs: Approximately $25,000. Sponsored by Hazel Bishop Inc. through Raymond Spector Inc. on CBS-TV, Sat., 10:30-11 p.m. EST.

Producer: Barry & Enright Productions; master of ceremonies: Steve Dunne.

BLONDIE

BACK in June 1949, NBC Radio performed a real public service when it yanked the Arthur Lake-Penny Singleton *Blondie* series and assigned it to limbo. Almost seven years of peace ensued, a period that must now be viewed as merely a truce, since *Blondie* is back with us again on NBC-TV.

From what we were able to gather during the initial Hal Roach Jr. program a week ago last Friday—and the gathering wasn't easy considering the amount of noise emanating from the Bumstead household—age hasn't improved Blondie's klan one bit. They are just as loud, childish and frantic as ever.

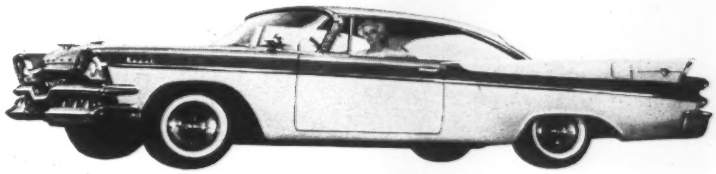
Here is a visual burlesque that leaves absolutely nothing to the imagination. Mr.

LOOK AT ALL THE NEW CARS AND **COMPARE!**

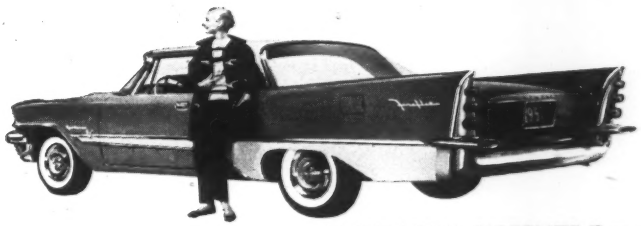
SEE WHY

1957 PLYMOUTH BELVEDERE Four-door Sport Sedan

THE NEW SHAPE OF MOTION



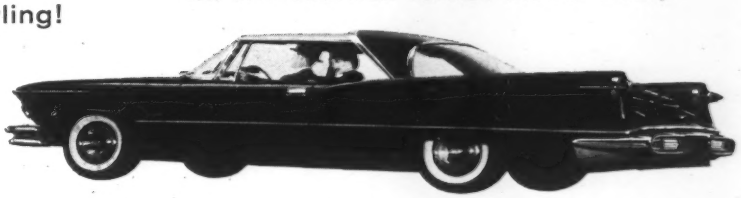
1957 DODGE ROYAL Lancer Two-door



1957 DE SOTO FIRELITE Two-door Sportsman

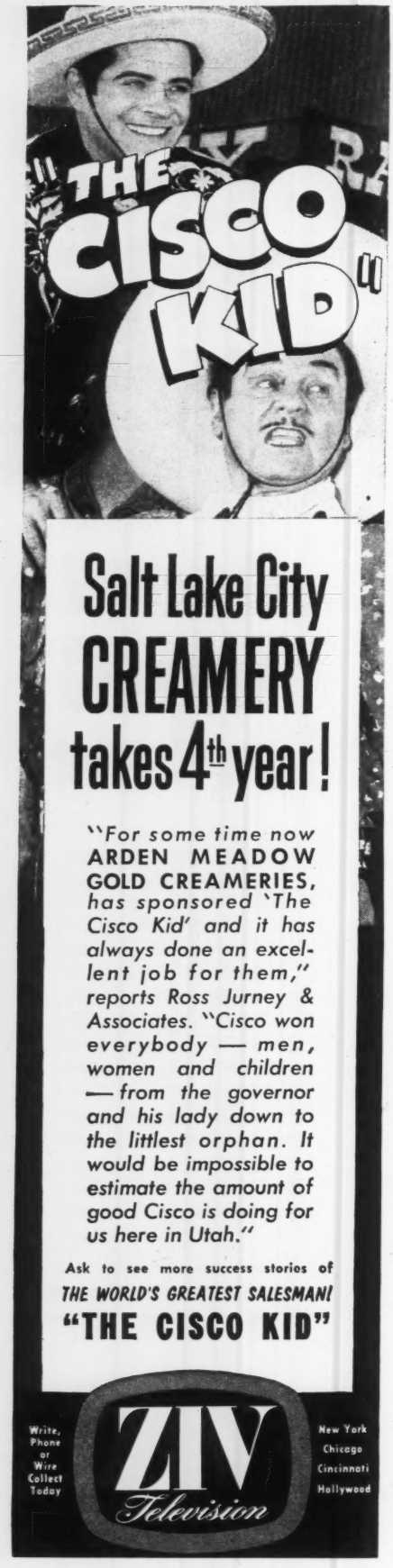
1957 CHRYSLER NEW YORKER Two-door hardtop

is acclaimed the year's most dramatically beautiful styling! Plymouth, Dodge, De Soto, Chrysler and Imperial bring new evidence of leadership from **THE *FORWARD* LOOK.** The proof is at your dealer's now.



1957 IMPERIAL CROWN Two-door Southhampton

CHRYSLER CORPORATION — THE *FORWARD* LOOK


THE CISCO KID
Salt Lake City
CREAMERY
takes 4th year!
"For some time now ARDEN MEADOW GOLD CREAMERIES, has sponsored 'The Cisco Kid' and it has always done an excellent job for them," reports Ross Jurney & Associates. "Cisco won everybody — men, women and children — from the governor and his lady down to the littlest orphan. It would be impossible to estimate the amount of good Cisco is doing for us here in Utah."
Ask to see more success stories of
THE WORLD'S GREATEST SALESMAN!
"THE CISCO KID"
Write, Phone or Wire Collect Today
ZIV Television
New York
Chicago
Cincinnati
Hollywood

IN REVIEW

Lake is with us again, running down the mailman, making those fabulous Dagwood sandwiches, tripping over Daisy and her astounding canine brood and screaming "Blond-i-ieee!" when things go wrong. Fortunately for Miss Singleton, she's been spared all this; her place has been taken by the winsome Pamela Britton.

Production costs: approximately $40,000.
Sponsored by Toni Div., Gillette Co. (Bobbi Pin-Curl permanent, Pamper shampoo), through Tatham-Laird Inc., Chicago, on NBC-TV, Fri., 8-8:30 p.m. EST.
Producer: William Harmon; director: Hal Yates; executive producer: Hal Roach Jr.; writer: John L. Greene; production supervisor: Sidney Van Keuren; director of photography: Lothrop Worth; production coordinator: William M. Sterling. Based on Chic Young's King Features Syndicate comic strip.

SEEN & HEARD

CBS-TV's *Air Power* series let go with a blockbuster a week ago Sunday. The eye-opener: how the U. S. Army Air Force committed one of the most tragic blunders in the history of military aviation in the first of four massive sorties against the Rumanian oilfields of Plöesti.

Telling the Plöesti story may not have been good public relations or the sort of stuff that recruiting drives are made of, but it was public service at its best, and we salute *Air Power* producers Perry Wolff and Jim Faichney for having managed to lift a 13-year-old security blackout on film.

Incidentally, sharp-eared broadcasters in the audience may have spotted the voice of the briefing officer as that of Tex McCrary. then an Air Force intelligence colonel, now part of the highly-successful Tex & Jinx husband-and-wife team on WRCA-AM-TV New York.

MILESTONES

► JESS SLUSSER, director of engineering, KOA Denver, Colo., observes 32nd year with station.

► EDWARD HITZ, NBC vice president in charge of Central Div. Tv network sales, observed 28th anniversary with NBC.

► ART KIRKHAM, KOIN Portland, Ore., has celebrated 28th year with station.

► ART BROWN, WWDC Washington, has observed 21st anniversary at station.

► WWSW Pittsburgh sportscaster Joe Tucker marked 20th year with station.

► WQXR New York observed 20th birthday.

► KTLA (TV) Hollywood celebrates its 10th anniversary, Jan. 21.

► WAVE-TV Louisville, Ky., observed eighth anniversary.

OPEN MIKE

Radio Hero of Fire

EDITOR:

Radio rendered heroic service during our recent Malibu brush fire. . .

Always radio was first with the latest, hours ahead of the daily press, ahead of tv. Radio reporters were on every front, 24 hours a day. What they saw and heard was on the air within one to 15 minutes.

It was largely due to radio that there was no panic during the five or six days of suspense when thousands of homes in an area of more than 300 square miles were on the alert. Instead of abandoning their homes to potential looters and choking the highways with civilian traffic, homeowners, with their radios on, stood by their guns, confident that, in a crisis, radio would get a warning to them in time.

G. L. Price
George Logan Price Inc.
Radio Productions
Malibu, Calif.

Commendation

EDITOR:

Just a note to commend you on the annual survey of agency spending for spot radio and tv. Thought you handled the story very well.

Emil Mogul
Emil Mogul Co.
New York

'Queen' is Morgan's

EDITOR:

In your Jan. 7 issue you mentioned that *Queen for a Day* was "an Edwards production." This seems to be slightly in error, because I originated *Queen for a Day* myself and have been producing the program for the past 11 years.

Ralph Edwards is a great guy and I give him all the bows for *Truth or Consequences.* But when it comes to *Queen for a Day,* that's Raymond R. Morgan.

Raymond R. Morgan
Raymond R. Morgan Agency
Los Angeles

[EDITOR'S NOTE: B•T didn't tell the truth, so hereby pays the consequence.]

Two Cents on Hooper

EDITOR:

I can't resist putting my two cents in concerning the 1956 Nielsen survey controversy. It is my opinion that Nielsen's methods were out of date even in 1952.

Back in the 30's most medium sized communities had but one station, and that station's call letters were synonymous with the name of the city.

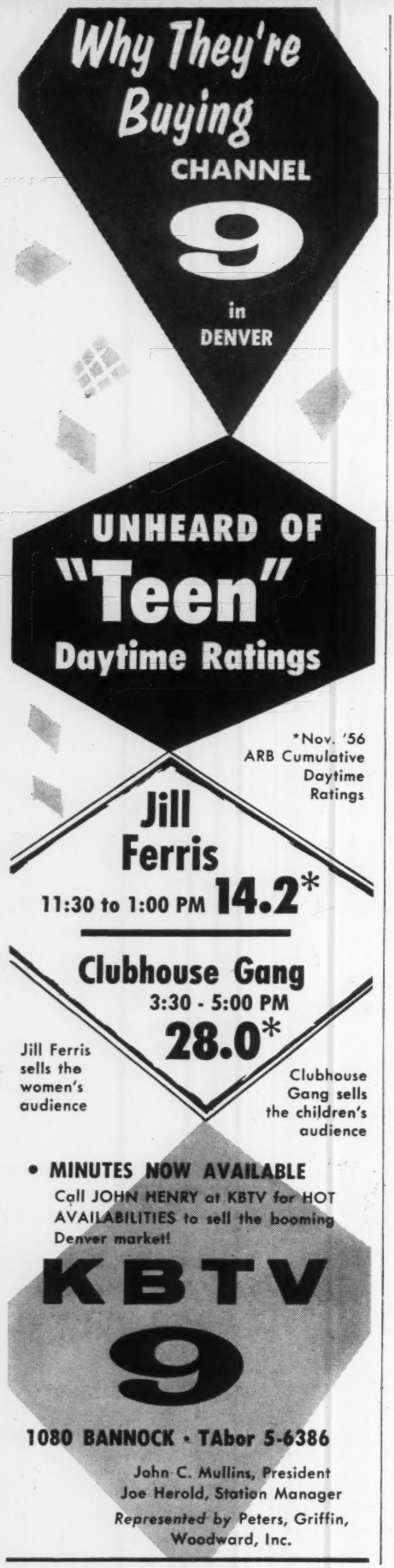
Today, Grand Rapids has four regional stations and two locals. But in the outlying areas, listeners who tune to any of these Grand Rapids stations are still most likely to report that it's WOOD, because WOOD has been here twice as long as any other station. This is not supposition. Hooper finds that in many areas up to 50% of the people surveyed report the wrong station

KRON is TV in SF

San Franciscans are sold on KRON-TV

BUGS BUNNY PRESENTS
Mon.-Fri. 5:45-6:20
AVAILABLE

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD



prior to rechecking their tuning dials. This points up the fact that you can't get accurate information by correspondence.

I don't know of anyone that listens to any station "by the day." Most people listen to several stations every day. This is borne out by the latest Hooper Share of Audience Reports (November-December 1956). According to this report, the station that Nielsen indicated having three times as many listeners as any other station ranges from second to fourth place in the various time categories. Two-year-old WMAX, which trails all others according to Nielsen, leads all competitors by as much as 11% in some time categories according to the Hooper survey.

Both surveys can't be right, but I believe that Hooper's methods are most likely to produce authentic data.

Charles A. Sprague, Gen. Mgr.
WMAX Grand Rapids, Mich.

Tut Tut

EDITOR:

RE YOUR PROFILE [ON ALL ACCOUNTS] ON WINIFRED THERESE HARRIS DEC. 31. VERY INTERESTING BUT—TUT TUT—ALL NETWORK SHOWS MENTIONED ARE ON ABC-TV, NATURALLY. TUT TUT.

Vincent A. Francis
ABC-TV Sales
San Francisco

[EDITOR'S NOTE: Mr. Francis refers to *Bold Journey, You Asked for It* and *Galen Drake*, which B•T erroneously identified as NBC-TV programs.]

One Man's Way

EDITOR:

It looks as though the clear-channel situation may come to a head shortly, and the question becomes whether the big monopolies will become even bigger or if the pressing need for local radio frequencies (already scarce as a hen's tooth) will be met. As a solution to the problem, I propose the following:

Twelve of the 24 1-A clear channels would be boosted to 750 kw, being selected by their geographic location. The other 12 1-A's would become 1-B's and would be absorbed in with the current 21 1-B's, directional antennas used where necessary. To eliminate the daytime skywave "problem" (which actually is not as serious as the clears make it), no further daytime grants would be allowed on any of the 1-A or 1-B channels. Of the 12 evacuated 1-A channels, six would be used as local frequencies (250 w) and the remaining six would be used as regional frequencies, but with 1 kw as maximum daytime power, and 500 w maximum at night.

The FCC no doubt must realize two important developments. Firstly, the early necessity for clear channels to serve the public has long been eliminated by the development of local radio, and secondly, the importance of nighttime radio has been radically reduced with the development of television. Furthermore, radio today is effective and a public service primarily on the local level. It no longer can compete on a purely entertainment basis, for television more adequately serves that function. Today radio means local news, local sports, and local activities in general. It is this *personal* service that gives radio its contemporary importance and allows it to compete effectively with television, as well as supplement television.

I must admit the above proposed plan for frequency alteration would create a spectacular battle among the clear-channel stations, particularly over the decision as to what 1-A's would become superpowered and which would become relegated to 1-B status. It would take all the strength and integrity a government agency could generate to innovate such a plan, but it could be done!

John Paveska
U. of Redlands
Redlands, California

Radio Enters the Act

EDITOR:

I'd like to answer Mr. Arch Crist of BBDO [OPEN MIKE, Dec. 10, 1956] another way.

It may be true that the reader can be exposed to all of the newspaper ads . . . but at what cost per one thousand for the firm advertising? In Flint, using Starch's Readership Studys, it's $22.09 per one thousand. With radio station WFDF, with the papers own coverage only, it's $1.51. Newspaper (*Flint Journal*) covers 73.2% of homes in our trading zone, according to ABC figures; radio covers 98.6% and reaches out many times further in the hinterlands. Also remember the auto listeners and you can reduce radio's cost by 20% more.

Thus while listening or viewing is only to a small segment of the entire programming, the firm using these media can buy multiple spots for the same money and get many, many times the impressions with radio or tv, i.e., in the *Flint Journal* one full page is noted by 18,105 (11%) of the homes, while for the same expenditure on WFDF, your message will be heard 297,060 times in this same area (60 spots each heard 4,951 times).

To each his own, depending on the separate kinds of services offered. Papers are catalog sheets and used as such by the reader.

Radio and/or tv offer persuasive messages, reaching people who are now, or may one day be, interested in your product. Thus, a customer having heard your story many times is familiar with your product or service when he is ready to buy.

I might ask Mr. Crist what advertising over the last 20 years he remembers. I'll bet not one newspaper ad; but how many Pepsi, HFC, Kools, Duz, Pepsodent, etc., jingles can he recognize? And from where but the greatest of all media—radio.

Glenn H. Allen Jr.
Sales Executive
WFDF Flint, Mich.

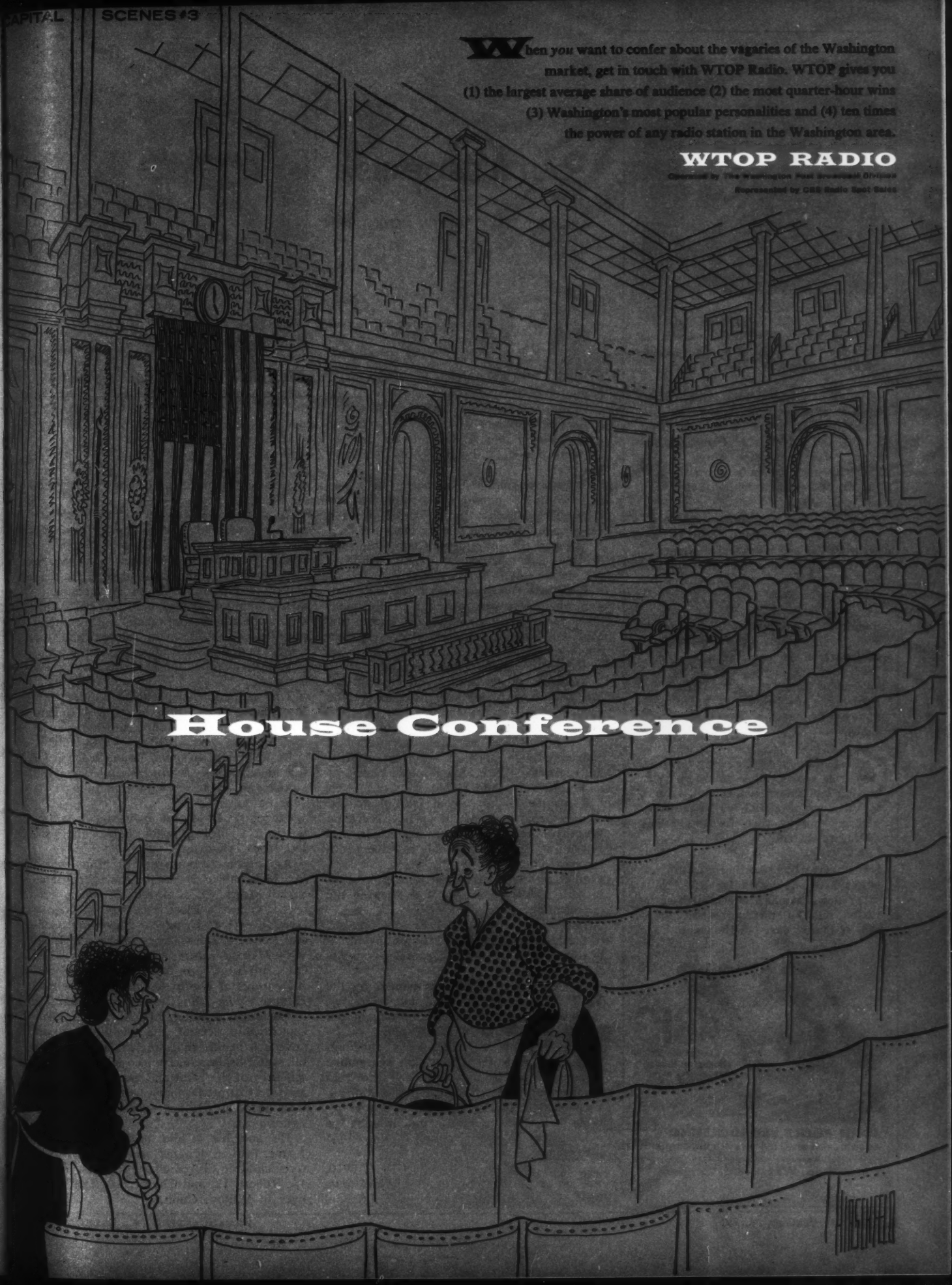
[EDITOR'S NOTE: Mr. Allen refers to a letter by Mr. Crist questioning a TvB comparison of newspaper reading and television viewing, which appeared originally in B•T Nov. 19. TvB's answer to Mr. Crist also appeared Dec. 10.]

When *you* want to confer about the vagaries of the Washington market, get in touch with WTOP Radio. WTOP gives you (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any radio station in the Washington area.

WTOP RADIO

Operated by The Washington Post Broadcast Division

Represented by CBS Radio Spot Sales



The WORLD'S LARGEST HOME FURNISHING STORE, Barker Bros., ends a two-year test of Southern California radio and finds it good.

A pioneer in the medium, Barker's had used it effectively, but never as substantially as when President Neil Petree and Advertising Director Kenneth Pelton called on Mays & Co., their agency, for radio promotion of the firm's Diamond Jubilee Year.

Using the new radio, they put jingle spots on eight major stations. (Largely responsible for the move was a survey of new suburban areas, proving nearly half the residents were not reachable by more traditional media.)

Results: "Radio has proved its usefulness to us," says Mr. Petree. "Best confirmation is our continued use." With a 1956 increase of 18%, and volume in its 18 stores still climbing, Barker's is now refining its radio techniques with tests of items, days and times.

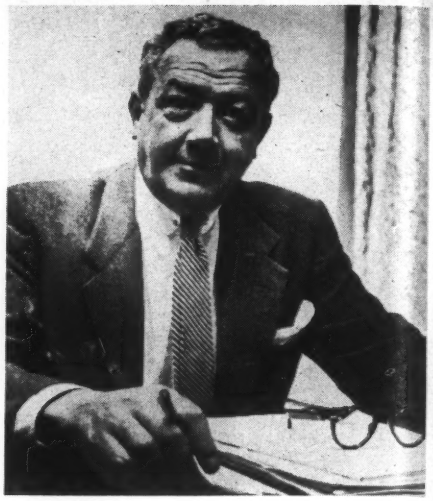
KBIG is happy at Mr. Mays' report that "the merchandise items on your station had fine response . . . thanks to the boys at KBIG who have been giving the copy their own slant and adding to its 'sell'."

Huge, sprawling Southern California is reached best by radio; KBIG plus other fine stations for complete saturation; KBIG alone for greatest coverage at lowest cost-per-thousand.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

our respects

to ROBERT PERRY PATRICK MOUNTAIN



ROBERT PERRY PATRICK MOUNTAIN is the top man in radio and television at the top radio and television agency in America.

As vice president in charge of broadcast activities at Young & Rubicam he directed the spending of $82 million in am and tv last year.

A towering man in all respects—he is 6'4" and weighs 214 pounds—Bob Mountain has spent his adult life unsuccessfully resisting plays on his surname, dating from the time a newspaper in Westport, Conn., reported his imminent marriage to Barbara Child as "Mountain Boy to Wed Child Girl."

With less invention perhaps, but with somewhat more personal data to document his imagery, a colleague who has known Mr. Mountain since his outdoor-advertising days puts the case squarely: "Bob Mountain is an eminence, there's no getting around it."

Indeed it was in outdoor advertising that Mr. Mountain first made his name at the agency he still serves. Joining Y&R in 1938 as manager of that department, he formalized the comparatively random operation and embarked on a study of supermarkets that for years was looked upon as the classic of its kind in the outdoor field.

Subsequently he moved indoors to the contact department of the agency, servicing Westinghouse, Owens Corning, Ansco and Jell-O among other accounts in an expanding portfolio.

In 1947 his efforts were rewarded officially with a vice presidency and stock in the organization.

In his new capacity he became supervisor of the Jell-O and Birdseye business, eventually taking over the entire General Foods account.

In October 1955 he was named by the Y&R management to head television and radio with the designation vice president and director of radio and television.

A devout convert to the newest medium, he regards his work in television as a public responsibility. He has gone on record to emphasize the agency man's obligation to keep high the quality of television programming as the best method of maintaining the medium as an effective and "believed-in" instrument of sales.

Born in Middletown, Conn., Feb. 6, 1910, the son of a doctor, he attended Middletown High School and St. John's Parochial School there, where he was president of the class, captain of the basketball team and "one of the best altar boys ever to hear his voice change in the middle of a mass."

Stricken with tuberculosis at the age of 22, while working for the Wall Street firm of M. J. Meehan, he spent the next five years successfully fighting the disease in Saranac, N. Y.

Returning to Middletown to build his life again, he took up golf as therapy and developed into an expert player.

Strong enough to face New York again, he took work with Cavanaugh Hats, then moved to General Outdoor Advertising in sales promotion. It was there that his talents caught the attention of Chet La Roche, then president of Y&R, who offered him the newly-created post of manager of the agency's newly-created outdoor advertising department.

The television department under Mr. Mountain's stewardship billed $74 million last year to lead the nation and increase its own previous year's total-tv by $14 million.

In the area of tv spots, Young & Rubicam shared supremacy with an outlay of $30 million, an advance of 14 million over its 1955 figure.

Currently Mr. Mountain averages a monthly trip to California, where half of the Y&R properties originate.

Among the accounts and programs which Mr. Mountain oversees for the agency are: Bristol-Myers Co.'s *Alfred Hitchock Presents;* General Electric's *Broken Arrow;* Goodyear Tire's *Goodyear Playhouse;* General Foods' *I Love Lucy;* Johnson & Johnson's *The Adventures of Robin Hood;* Gulf Oil Corp.'s *Life of Riley;* General Foods' *Adventures of Hiram Holiday,* and General Electric's *The 20th Century-Fox Hour.*

No longer a golfer, Mr. Mountain, characteristically defying the traditional cycle, now is a rabid tennis player, as well as a salt water fisherman. He also is a do-it-yourself man of the paint and garden persuasion and a frustrated pianist who sings better than he plays. He has won several cups in swimming.

He and his "Child bride," Barbara, a former fashion designer, share the rearing of four children, Elizabeth, 16 years; Suzan, 14; Robert, 12, and Charles, 10. The family lives in Wilton, Conn.

A. C. NIELSON PROVES IT.....

WFAA-820* *IS THE "MOST LISTENED-TO" STATION IN THE ENTIRE STATE OF TEXAS!*

...And with some 217 radio stations in Texas, that #1 ranking takes on an even greater importance to advertisers. Adjacent Dallas and Tarrant counties comprise the nation's 12th ranking metropolitan market (in terms of retail sales). Add to this WFAA'S popularity throughout all North Texas and broad areas of Louisiana, Arkansas, Oklahoma, and you've got the BIGGEST single buy to ever come along. Why not get the complete Nielson story (as well as market facts and figures) from your PETRYMAN right away?

WFAA
820 · 570
50 000 WATTS 5000 WATTS
DALLAS
NBC · ABC · TQN

A clear channel service of the Dallas Morning News. Edward Petry & Co. National Representatives

*shares time with WBAP.

WIBC–Leads in Indiana

For the sixth consecutive year, among other public service awards, WIBC has received the National Safety Council's Public Interest Award for Exceptional Service in the field of Farm Safety. WIBC is still the only radio station in Indianapolis ever to receive this coveted award.

WIBC not only leads the way in public service among Indianapolis radio stations, but WIBC programs lead the audience ratings, too. In the 31 county Indianapolis trading area, *WIBC programs rank first during 447 out of 504 rated quarter hours each week.**

*Pulse Area Study, Sept.-Oct., 1955

Chiefly responsible for WIBC's success in community service, and in building big audiences, are the station's well known personality salesmen . . . Harry Andrews, Easy Gwynn, Jim Shelton, Al Brooks and many others. These same personalities are available on a "first come, first serve" basis to help you sell your product or service.

FIRST IN COMMUNITY SERVICE

FIRST IN AUDIENCE

FIRST IN THE HEARTS OF THEIR LISTENERS

To Sell Indianapolis, and Indiana,
the Best Buy... the *Only* Buy Is... WIBC!

WIBC 1070 KC
The Friendly Voice of Indiana

2835 N. Illinois Street
Indianapolis 8, Indiana

RICHARD M. FAIRBANKS,
President and General Manager

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

DIXON L. HARPER

on all accounts

ACKNOWLEDGED as one of the outstanding farm broadcasters in the country, Dix Harper is now working the other side of the street—he handles the International Harvester Co. account and also is radio farm director at Aubrey, Finlay, Marley & Hodgson Inc., Chicago.

Mr. Harper is responsible for copy, contact and merchandising on IH, which currently uses spot radio on 85-plus stations to promote its farm products. Overwhelming majority of programs and spots utilize services of—quite naturally—radio farm directors, of whose organization (NATRFD) Mr. Harper is still a member.

"We use RFDs because of the respect they have built up with farmers over the years, the priceless asset of their personalities and the enthusiasm and confidence they inspire in Harvester products," he explains.

Dixon L. Harper was born Nov. 29, 1922, on a farm near Ames, Iowa. As a youth he was engaged in farm and 4-H activities.

Mr. Dixon's schooling at Iowa State College was interrupted by military service; he enlisted in the Air Force in 1943.

Out of service, he farmed for two years, then majored in agricultural education at Iowa State College. At WOI Ames he was sports announcer, continuity writer and disc jockey. In 1947, on a farm radio scholarship, he became assistant to Chuck Worcester, farm director at WMT Cedar Rapids, and moved to WIOU Kokomo in 1948 and WIBC Indianapolis in 1951 in RFD capacities. He joined WLS Chicago on Jan. 28, 1953, remaining for three years before joining AFM&H.

Mr. Harper has been prominent in NATRFD circles for years (retired secretary-treasurer, former editor of its "Chats") and is a member of its Sales Promotion Committee. Additionally he has won awards from the National Safety Council and Ohio State U's Institute for Education by Radio-Television and is currently active in civil and other groups, including board membership in National Farm City Week.

Mr. Harper lives with his wife, the former Shirley Thevenin, and their two children, Sue, 5, and Tod, 3, in Wheaton. His hobby is photography.

MORE *national advertisers*

prefer WKMH *because*

MORE *local advertisers do!*

Fred A. Knorr, Pres.
John Carroll, Mg. Director
Represented by Headley—Reed

For the *real* answer to
"Which is Detroit's best
radio buy *TODAY*?"...
just remember... LOCAL advertisers
prefer WKMH!

Ask any retailer what makes him buy any medium with consiste cy and he'll tell you, "Results . . . next day, cash register results!" WKMH delivers just that kind of results . . . for local and national advertisers! Month-in, month-out use of WKMH by local and national advertisers proves that listeners buy what's sold by WKMH's top newscasters, disc jockeys and sportscasters! Forget "old" buying habits...because TODAY WKMH cost per thousand is lowest of all Detroit-area stations at all hours!*

**6 a.m. to 6 p.m.*

WKMH

DEARBORN—DETROIT
5000 WATTS

Save up to 15% by using 2 or more of these powerful KNORR stations

WKMH	WKMF	WKHM	WSAM
Dearborn-Detroit	Flint, Mich.	Jackson, Mich. Jackson Broadcasting & Television Corp.	Saginaw, Mich.

Buy all 4 stations, save 15% . . . buy any 3 stations, save 10% . . . buy any 2 stations, save 5%!

KNORR BROADCASTING CORP.

Important

JAMES LUCE
Associate Media Director
J. Walter Thompson

"Paid circulation, as measured by A.B.C., is the only measurement of reader interest and reader responsiveness. Paid circulation is self-purging and the man who pays his money intends to read the periodical. This is the principle behind A.B.C. and it's the sound way to buy space."

FRANK COULTER, JR.
Associate Director, Media Relations
Young & Rubicam, Inc., New York

"I've always felt that a paid circulation magazine must be a little more responsive in its editorial policy to the needs of its readers . . . (the reader) can just as easily knock off his name if he does not feel that the magazine is doing a conscientious editorial job. Since A.B.C. audits only paid circulation, this becomes an important measure of reader response."

ROGER C. BUMSTEAD
Media Director, New York
MacManus, John & Adams, Inc.

"B•T's admission to the Audit Bureau of Circulations is a significant milestone in your history. A.B.C. membership is perhaps the most meaningful and significant yardstick of a publication's standing in its field."

DR. E. L. DECKINGER
Vice President, Charge of Media Strategy
Grey Advertising Agency, Inc.

"A.B.C. reports are to the agency space buyer what a law library is to the attorney—indispensable for the efficient exercise of his professional function. Paid circulation is a vital dimension in the measurement of publication acceptance. We who grew up in the era of A.B.C. find it hard to understand how advertising even managed to function without it."

EDWARD A. FONTÉ
Director of Media
The Joseph Katz Company

"A.B.C. is the accepted source of circulation figures and its prestige stands alone in the publication field. An advertiser can buy an A.B.C. publication with more confidence because every subscription is a paid subscription."

FRANK KEMP
Vice President and Media Director
Compton Advertising, New York

"I'm highly in favor of Audit Bureau of Circulations, and believe that all trade papers should be audited."

Media Buyers Rely on Audit Bureau of Circulations

B•T is the only magazine in the vertical radio-tv field with membership in the Audit Bureau of Circulations

Here's a cross-section of media buyers—and what they say about the Audit Bureau of Circulations. Their remarks were stimulated by Broadcasting-Telecasting's recent admission to A. B. C.

B•T has the largest *paid* circulation in its field. B•T distributed more *paid* circulation in four months than all others in the field combined distribute in a year.

Subscribers use B•T because it fills a need. Ditto advertisers.

Executive and Publication Headquarters
B•T Building, 1735 DeSales St., N. W.
Washington 6, D. C.

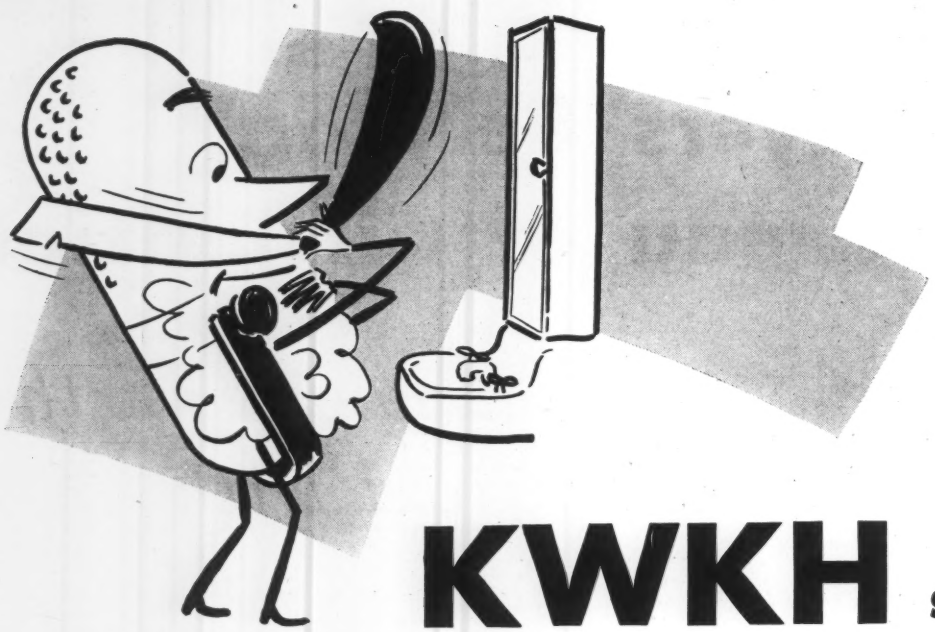
NEW YORK
444 Madison
Plaza 5-8355

•

CHICAGO
360 N. Michigan
Central 6-4115

•

HOLLYWOOD
6253 Hollywood Blvd.
Hollywood 3-8181



KWKH SHREVEPORT

DOES SHARP JOB IN *BLADE!*

The big, 50,000-watt voice of KWKH cuts a clean swath through our 80-county daytime S.A.M.S. area. KWKH reaches over 2¼ million people in hundreds of cities and towns—including *Blade* (La.) for example, more than 100 miles away in La Salle Parish.

Back home in Shreveport and Bossier City, the March, 1956 Pulse shows that KWKH gets top rating in 55% of all daytime quarter hours—*in 100% of all nighttime quarter hours!*

Your Branham man will be glad to give you the whole KWKH story.

Nearly 2 million people live within the KWKH daytime SAMS area. (Area includes additional counties in Texas, Oklahoma and New Mexico not shown in map).

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives

Henry Clay General Manager

Fred Watkins Commercial Manager

BROADCASTING
TELECASTING

Vol. 52, No. 2 JANUARY 14, 1957

BARROW WARNS FCC OF TV MONOPOLY

Study staff's confidential report sees concentration of control

Recommends Commission hold off on multiple ownership rule changes

Poses possibility that limits should be tightened, not lifted

THE DIRECTOR of the FCC's Network Study Staff last week submitted his first report—a confidential memorandum which added up to a warning against growing concentration of power in television station ownership.

In the memorandum, Roscoe L. Barrow, who has headed the special FCC staff in addition to his duties as dean of the U. of Cincinnati Law School:

- Urged the Commission to defer consideration of changes in the existing multiple ownership rules until the Network Study Staff has completed its final report. This is expected by next June 30, when the staff's $221,000 appropriation runs out.
- Traced recent trends in multiple ownership, including the acquisition of stations by "large interests" such as investment banking firms. Dean Barrow also spoke of major film producers who "are now laying plans to enter the television industry."
- Predicted that unless the FCC imposed limitations, "there will be substantial problems of undue concentration of control" leading to a transformation of telecasting into a "multiple unit industry" and the loss of community identification of stations.
- Said the solution to the problem "may well require further limitation, rather than relaxation, of the existing rules."

Dean Barrow closed his report by quoting testimony of Victor Hansen, assistant attorney general in charge of the Antitrust Div. of the Dept. of Justice, before the House Antitrust Subcommittee last September. Dean Barrow pointed out that Mr. Hansen had said that liberalization of the FCC's multiple ownership rules "would definitely be inconsistent with antitrust objectives" and had recommended that the rule should be, if anything, "tightened, not relaxed."

The Barrow memorandum was considered by the FCC last Friday at a meeting devoted to discussion of possible changes in the multiple ownership rules. Several commissioners were understood to have looked upon the report as a proposal for radical cutbacks in station ownership limits. Others felt the report charted a moderate course. The latter viewpoint was held by those who would prefer to retain the present rule limiting ownership to five vhf and two uhf stations or tighten it to lower limits.

Here are the main points in Dean Barrow's report, which consisted of 30-odd pages of single-spaced text plus several tables.

Dean Barrow recommended deferment of multiple ownership changes because his study of networks, which are multiple owners, was not complete. "Network ownership of stations," the report said, "is so interwoven with the study of networks and their relations with stations that it is not feasible to 'spin off' this aspect of the multiple ownership problems for consideration isolated from the basic body of the study."

ROSCOE L. BARROW
THE DEAN IS ALARMED ABOUT OWNERSHIP

To extend a multiple ownership rule-making proceeding to ownership of stations by networks "would of necessity open up the major questions which are the focal points of the overall network study," he said. Hence, he asked the Commission to await his final report before going on with the ownership question.

Dean Barrow reviewed past FCC decisions and policies favoring local ownership of stations and diversification of control. He said, however, that "the basic principle of maintaining the local institution aspect of broadcasting and telecasting has been compromised with other objectives of the Commission. In comparative hearings a proven record of past performance has frequently been given preference over the factor of local ownership."

This, he said, had led to growth of multiple station ownership since "past performance" in television must perforce have been obtained in markets other than the one involved in the comparative hearing.

"Indeed," the report said, "in most large markets the image of a single-station owner with strong local ties giving his individual attention to a particular community is more myth than reality.

". . . In terms both of FCC policy statements and in actual fact, the community institution concept has been seriously eroded if this latter concept is defined to mean that television stations are usualy locally owned and operated, devote themselves principally to serving local advertisers, and follow a program schedule which affords ample opportunity of access of local entertainment talent and other participants.

"It is clear that the present industry structure and operation does not conform closely with this definition of the local institution concept, although the present combination of policies may, in the Commission's opinion, offer the highest probability that individual stations will render the best practicable service to the community reached.

"In any event, a re-examination and restatement of the individual station's responsibility to the community served is needed in connection with any reappraisal of the multiple ownership rules."

Dean Barrow said a "statistical profile" of the growth of multiple ownership in tele-

vision "clashes with the Commission's policies of the community institutional character and diversity of ownership of stations."

As of last Nov. 3, he said, there were 468 tv stations. Of these, 203 were controlled by 81 multiple owners and 265 controlled by single-station owners.

Of the 81 multiple-station owners, he said, one owns seven stations, three own six stations each, four own five stations each, five own four stations each, 22 own three stations each, and the remaining 46 own two stations each.

"Probably more multiple owners would have reached the maximum ownership of stations" he added, "were it not for the current unattractiveness of the uhf stations. Five multiple owners have the maximum number of vhf stations in the continental U. S., the bulk of which are located in the top 100 markets."

In big markets, he said, tv stations are "typically — almost entirely — multiply owned."

Multiple ownership also extends into other communications media, Dean Barrow said.

"The one multiple station owner that controls seven tv stations and has a radio interest also has an ownership interest in newspapers,"* the report said. "The three six-station owners include one ownership interest in motion pictures, the four five-station owners include two newspaper interests, one magazine interest and one motion picture interest; the five four-station owners include one newspaper interest and two magazine interests; the 22 three-station owners include seven newspaper interests and two magazine interests; and the 46 two-station owners include 17 newspaper interests, one magazine interest, and one motion picture interest.

"In total, the 81 multiple tv station owners control 203 tv stations and represent 28 newspaper interests, 74 radio interests, six magazine interests and three motion picture interests. All the multiple-media owners, except for six of the 28 newspaper and 19 of the 74 radio interests, are those who operate in the top 100 markets. The 58 multiple tv station owners in the top 100 markets account for 155 tv stations and represent 22 newspaper, 53 radio, six magazine and three motion picture ownership interests."

Dean Barrow said that about one out of three multiply-owned stations has been acquired by its multiple owners through purchase rather than original application.

He pointed to the growth of multiple ownership in the past two years (from 84 to 119 stations in the top 100 markets) and said that "significant increases in station ownership . . . were by firms having other media interests."

What are the effects of multiple ownership on competition?

Said Dean Barrow: ". . . The large multiple owners enjoy discernible advantages in their relations with networks, with national spot representatives, and with film suppliers. . . . The advantages accruing to multiple owners are sufficiently important to place single owners, in the same markets, in an unfavorable competitive position with respect both to network and spot business."

He added: "Among the more important competitive advantages obtained by some of the larger and more significant multiple owners are those in the area of network relations.

"These may include obtaining a primary affiliation with CBS or NBC, a more favorable basis of compensation from the network, a higher station rate for network sales, network representation in the national spot field, or inclusion in the network's must-buy list."

Dean Barrow said that some multiple owners are able to obtain national representation at low commissions by combining their stations to achieve high volume. Commissions to representatives are frequently based on a sliding scale which decreases in proportion to increases in total volume.

"At least five of the largest multiple owners," he said, "are able to combine their stations for compensation purposes. How important this competitive advantage may be is indicated by the fact that the saving to these owners was close to 25% in 1955."

He said that although "it cannot be established conclusively" that multiple owners can buy film on a more favorable basis than single-station owners, there is "a strong presumption in this direction."

"While none of the foregoing discussion of advantages of multiple owners has been considered in the context of the Sherman [antitrust] Act or the Robinson-Patman Act," he said, "it is interesting to note that the assistant attorney general, Antitrust Division, stated to the Antitrust Subcommittee, House Judiciary Committee, that 'Ownership of a large number of stations by a single interest raises antitrust problems' because multiple owners are in a position 'to use tactics similar to those of Griffith, Schine and Crescent motion picture circuits by capitalizing on mass purchasing power and by combining their outlets in single-station markets with their outlets in multiple-station markets'."

What are the merits of multiple ownership?

Dean Barrow could find few.

It is argued, he said, that multiple owners constitute a countervailing force to the networks' power to bargain. However, he said, the remedy for undue exercise of power by networks "would seem to lie in changing the terms of the network-affiliate relationships rather than through a relaxation of the multiple ownership rules."

It is argued, he said, that multiple owners are in a better position to provide better program service than single-station owners. "These are sweeping assertions which by their nature are not susceptible to empirical proof," he said.

"Perhaps one of the most persuasive arguments that has been made on behalf of multiple owners," Dean Barrow said, "is that such combinations offer the only available source of capital for the development of the uhf portion of the spectrum . . . The fact is, however, that relatively few of the large multiple owners (NBC, CBS and Storer) have acquired uhf stations and some of the multiple owners that acquired uhf stations have already disposed of them or are in the process of doing so."

In summary, said Dean Barrow, "There has been little evidence adduced which confirms the proposition that multiple owners, *per se*, serve the public interest with greater effectiveness than do single owners."

Dean Barrow turned then to the two principal suggestions which have been advanced for changes in the existing rules.

The suggestion to base an ownership limit on population coverage: Not feasible, said Dean Barrow. The 25% of total population which has been proposed in Congress [B•T, Jan. 7] would result in a substantial increase in the number of stations multiply owned. Excluding the first five markets, a multiple owner could own stations in the next 20 markets and be within 25% of the total population. Even with considerably smaller population percentage limits, say 10%, the opportunity for increases in the number of stations to be multiply owned would exist. Also, population changes would create problems of eventual divestiture for owners with stations in expanding markets.

The suggestion that multiple ownership be determined case by case: Full of problems, said Dean Barrow. "Given meaningful standards, the full factual background provided by an administrative hearing, and the personnel necessary to inquire thoroughly into the issues, such a rule should be workable. . . . In practice, however, the tendency has been to rely on the numerical limitation, hearings have been few, and no application by a multiple owner for a television station has been denied on the ground of undue concentration." If the present numerical ceiling were eliminated, he said, the case by case procedure could not work effectively without hearings in "substantially all cases."

*This refers to Storer Broadcasting Co. whose president, George B. Storer, has an interest in the Miami Beach *Sun* a paper of about 10,000 circulation.

FCC Chairman Sees Tv Growth As Virtue of Free Enterprise

THE growth of television as an example of the virtues of a free enterprise system was stressed last week by FCC Chairman George C. McConnaughey in a speech to the Committee of 100 of Miami Beach, Fla.

In a little more than 10 years, Mr. McConnaughey said, tv has grown from zero to almost 39 million receivers—75% of the people. Tv can be received by more than 90% of the American homes he said and this is nearly 80% of the world figure. Four out of five city homes and half of the farm homes have tv sets, he said.

Color tv is the next great advance, the FCC chairman prophesied. He spoke of predictions that within the next 20 years there will be regular, world-wide all color telecasts.

The FCC chairman also said that the FCC is doing all in its power to encourage the development and use of equipment that will make more tv channels available to the public. He added: "We are confident that in time the great inventive genius of our fellow Americans will make it possible for more and more communities to have their own television stations as they have local radio stations."

AMANA SAYS NETWORK UNFAIR, DROPS PHIL SILVERS SPONSORSHIP

WHAT appeared to be the first public instance of a national advertiser dropping a network tv property after network billing and discount disclosures by the Celler House Antitrust Subcommittee was disclosed in Chicago last week amid charges of high tv costs and alleged rate card inequities involving discount systems.

George C. Foerstner, executive vice president of Amana Refrigeration Inc., charged that network discount methods in general—and those of CBS-TV, specifically—were "morally wrong and legally wrong."

Mr. Foerstner blamed rate "inequities" and rising costs, plus low viewership, for his company's cancellation of the *Phil Silvers Show*. He said other network advertisers with whom he had talked have expressed concern over network rate methods under which advertisers receive varying discounts, depending upon the particular plan and other business placed with the network involved. He said he felt conformance with established rate cards "is no defense," and hinted Amana may "take action" on the discount issue.

In New York, a CBS-TV network spokesman said that "Despite Mr. Foerstner's statement, the *Phil Silvers Show* continues to be one of the most popular on television. Such astute advertisers as R. J. Reynolds, J. B. Williams, and Procter & Gamble immediately purchased the alternate week periods relinquished by Amana.

"CBS-TV advertisers can earn discounts on the terms and conditions set forth in CBS-TV's published rate cards. These terms and conditions are applied uniformly to all CBS-TV advertisers."

While not citing the Celler subcommittee disclosures *per se*, Mr. Foerstner made plain that release of the figures "probably brought it (Amana's decision to cancel) to a head." He said his complaint was based on the proposition that R. J. Reynolds Tobacco Co. had paid 20% less for the same package (Silvers Show) because of discounts it enjoyed with CBS-TV and felt this was "illegal." He said he arrived at the 20% figure on the basis of data published in B•T last fall [B•T, Nov. 19, 1956], which showed Reynolds receiving a 25% discount and Amana 5% for the period January-June 1956. The data was submitted by the networks, released by the Celler subcommittee and published by B•T as public record.

Mr. Foerstner said he had some knowledge of the discount variances last October, before their public disclosure, but did not know the exact amount of the discounts. He claimed that CBS-TV's rate cards are complex and noted some advertisers have received as much as 25% discounts under different rate plan provisions, which he described as "confusing."

Multi-product advertisers enjoy substantial discounts which are unfair, he declared. As an example, he cited Toni and Paper Mate, which he said receive larger discounts because of their absorption by Gillette Co. Mr. Foerstner reported the cost of the *Phil Silvers Show* had risen from $170,000 per month in 1955, when the company first bought the series, to $270,000 per month when Amana dropped it.

If Amana were to follow network practices within its own industry, Mr. Foerstner added, the company would find itself "hauled up before the Federal Trade Commission for violation of the Robinson-Patman Act." Amana may return to television this fall, he said, but intends to increase its print advertising in 1957.

Amana is a relatively small company, Mr. Foerstner pointed out, with an annual advertising budget of about $4 million. Rather than continue spending $3 million of that sum in network tv, he said, Amana will intensify its magazine and newspaper advertising.

In the past, Amana has sponsored NCAA football and basketball on television and purchased participations in other programs. Its products include freezers, refrigerator-freezer combinations and air-conditioners. Amana agencies are Maury, Lee & Marshall for tv and MacFarland, Aveyard & Co. for consumer and trade magazines.

Weiss Named President In LW&S Realignment

A TOP-LEVEL executive realignment at Lewin, Williams & Saylor Inc., New York and Newark, moving up Executive Vice President Sidney Matthew Weiss to presidency of the agency, was announced Thursday. Mr. Weiss' election had been expected for several weeks after A. W. Lewin assumed the board chairmanship [CLOSED CIRCUIT, Dec. 31].

Mr. Lewin has been succeeded by Walter T. Pollock, formerly senior vice president, who now becomes executive vice president. Daniel J. Connolly, secretary and assistant treasurer was named treasurer, and Wray D. Kennedy, a vice president and account supervisor, was elected secretary-assistant treasurer. At the same time, the board announced that Mr. Kennedy and Leonard Newsteder, vice president and general manager of the Newark office, have been added to the board. In another move to broaden LW&S management and ownership, the number of stockholders was increased to provide ownership to more than 20% of the agency's employes.

In an unrelated step, Lewin, Williams & Saylor also last week announced overseas affiliation with a British agency, Dudley Turner & Vincent Ltd., London.

Mr. Weiss joined A. W. Lewin Co. in 1941 to establish the New York operations, and was elected executive vice president and treasurer in 1950. Mr. Pollock came to the agency the following year, when Williams & Saylor Inc., of which he was a principal, merged with the Lewin organization. He became senior vice president in 1955. Mr. Kennedy, a vice president since 1954, joined LW&S in 1947 after an association with J. Walter Thompson Co. Mr. Newsteder has been with the agency since 1944 and vice president and general manager of the Newark office since 1947.

According to Mr. Weiss, the agency's billing has grown "tenfold" since 1941, with 1956 representing a 20% growth of that of 1955. He expects the agency to reach the $10 million category this year.

MR. WEISS MR. POLLACK

RADIO-TV ASSESSED AT NRDGA MEETING

- **Three groups hear TvB pitch**
- **Store men compare media**

THREE separate retail buying sessions held in conjunction with the 46th annual meeting of the National Retail Dry Goods Assn. in New York last week heard a Television Bureau of Advertising message that "television is a must-buy medium for retailers."

The speaker making the rounds of the individual retail buyers' groups—Arkwright Buying Office, Frederick Atkins Buying Office and the Independent Retails Syndicate—was Howard P. Abrahams, director of retail sales at TvB. Among those attending the sessions were sales promotion and advertising directors and store managers as well as the retail buyers.

Mr. Abrahams reminded the retailers that tv as a "must-buy" was of particular importance not only in reaching "in-town" customers but also those moving to the suburbs in increasing numbers. He said, "the department stores' best customer—the young housewife, large-family household—is, happily, television's largest consumer as well."

He also pointed to tv's flexibility and use for special events, sales and other promotion, but emphasized that "tv should be used on a continuing basis to be most effective."

In a strike against the "myth" of "complexity" in tv commercials, Mr. Abrahams declared: "this plain just ain't so. With available materials and tools, with available talent *anybody* in advertising can successfully develop hard-hitting, effective television commercials."

Department store tv success stories, case histories and a demonstration of how the finished tv commercial develops from its rough beginning on storyboard, completed

his presentation.

At the NRDGA convention, William J. McLaughlin, sales promotion manager of McCurdy & Co., Rochester, N. Y., and chairman of NRDGA's sales promotion division, speaking on cooperative advertising, emphasized that an item in a store's co-op plan could be featured on radio or television. He suggested:

"Let each store form its own cooperative advertising policy. Let each store by carefully computing all production costs plus linage establish a total cost. Once you have set the true total cost, put it in writing. Your resource will recognize your honest efforts to work with him in complete harmony. He will have a comprehensive picture of your promotional program."

A. H. Kindler, treasurer and controller of G. M. McKelvey Co., Youngstown, Ohio, told a group of controllers and sales promotion executives at the session, of the rising cost of newspaper linage. He noted that as of Dec. 31, 1956, retailers were paying about 38% more per milline than ten years earlier.

"Now when you compare that," he asserted, "with the movement of department store sales and the department store average sale, you can understand that if the controller does develop a too serious case of slide rule amnesia, somebody else is going to develop insomia. Department stores do have stockholders. They have been pretty patient about retail profits, which have been too low too long."

Switching quickly to tv, Mr. Kindler observed:

"We have another fellow fighting for a share of the budget—Mr. Tv. Controllers won't argue the case for or against tv. Undoubtedly it has it's place, but only that. As a general proposition, I have seen little in the nature of retail tv that quite measures up to newspapers in displaying a panoramic personality of the store. Good as it is in item or event promotion, it is still supplementary, often providing good interference for the guy carrying the ball, your faithful paper boy!"

Radio got a brief but favorable shake from Paul Jenkins, a silk fabrics buyer of Jordan Marsh Co., Boston, who spoke at a piece goods session. He reviewed the buying of piece goods for the branch store.

In suggesting that the branch be included with the main store in advertising, Mr. Jenkins pointed out that larger city newspapers and radio stations are generally read and listened to "quite extensively" in suburban areas.

Turning to local newspaper and/or local radio for placement of suburban store advertising, radio received Mr. Jenkins' most favorable recommendation.

"Our experience," he said, "has shown that local newspapers, because of their limited circulation, have not met with desired results. We use them occasionally, but in most cases just to notify of special events and store hours.

"On the other hand, local radio has proved to be quite effective and is used frequently."

DRY GOODS DOLLARS

VOLUME of the typical department store last year was 5% above 1955 in dollars and 1% above in sale units, according to a National Retail Dry Goods Assn. survey in which approximately 300 department and specialty stores throughout the country took part. Dollar sales for the first half of this year should increase about 3% over the corresponding period of a year ago, with dollar operating profits expected to hold steady.

NRDGA in compiling survey data, found 23% of the 300 stores covered intend to spend more for radio and tv this year; 54% will spend the same, while another 23% will spend less. In other media: newspapers—26% more, 58% same and 16% less; direct mail —27% more, 62% the same and 11% less, and display—25% more; 68% the same and only 7% less.

EAST MEETS WEST FOR AD WEEK COMMERCIAL

ADVERTISING is a two-way street—it's important to the listener-viewer as well as to the advertiser.

That's the theme of commercials which have been prepared by Cunningham & Walsh for use on tv and radio stations throughout the country during Advertising Week, starting Feb. 10. C&W is the task force agency for Advertising Week, which is co-sponsored by Advertising Federation of America and the Advertising Assn. of the West. Thomas D'Arcy Brophy, board chairman of Kenyon & Eckhardt, is chairman for the observance.

The tv spot, financed by the three national tv networks and said to be the first ever produced for Advertising Week, is a one-minute commercial which combines live-action and animated film in such fashion that the animated portion introduces the live sequence and also may be used separately throughout the year by itself as a 20-second commercial.

The animated segment features a little girl and her doll house in illustration of the accompanying jingle: "Life is the easiest, housework the breeziest, foods are the freeziest, prices the pleasiest—living standards rise, when products advertise—for your home."

The live-action portion features *Hit Parade* dancer Cynthia Scott in choreography to illustrate the theme, narrated by announcer Cy Harrice, that advertising "makes you the best prepared shopper in the world because it keeps you alerted to the best features of any product. . . ."

C&W's radio-tv department, under vice president Ed Mahoney, conceived the tv commercial and supervised production; Tv Spots Inc., Los Angeles, designed the animation, and Elliott-Unger-Elliott filmed the live-action portion in New York. The sets were designed by Manny Girard to retain the flavor of the animated "introduction"; Tom Hanson of *Hit Parade* handled the choreography, and Jean Vaughn, costume designer for "Inherit the Wind," fashioned Miss Scott's costume. C&W's Tom De Huff, writer-producer; Dave Garner, writer; Martin Nodell, art director, and Pete Eterson, Hollywood tv representative, served as supervisors and contact men. Music was arranged by Ralph Burns for a 14-piece orchestra and two female voices.

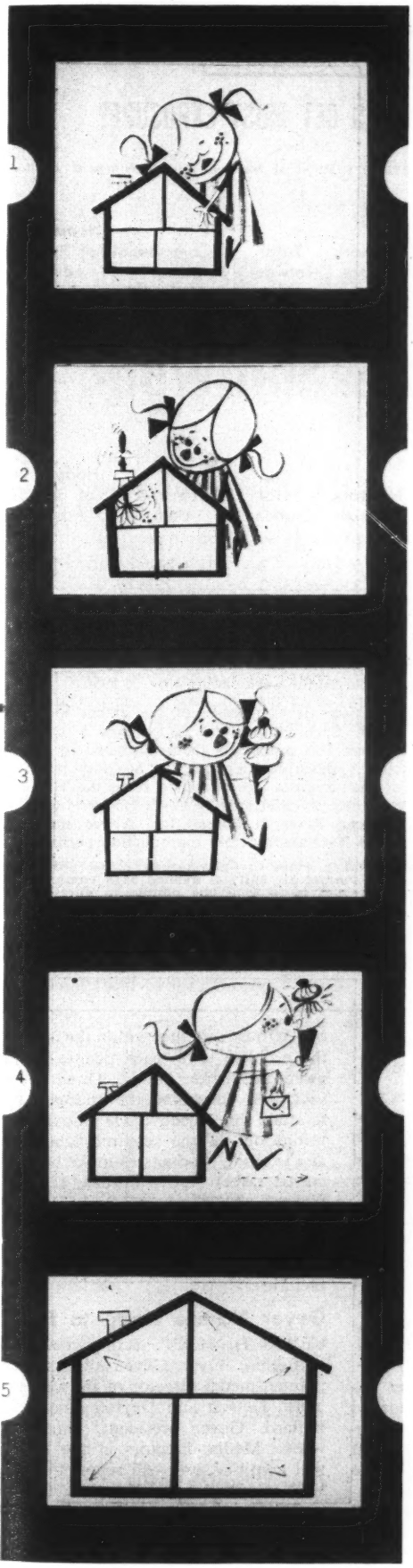
C&W's radio-tv vice president Mahoney traced the coast-to-coast genesis of the commercial:

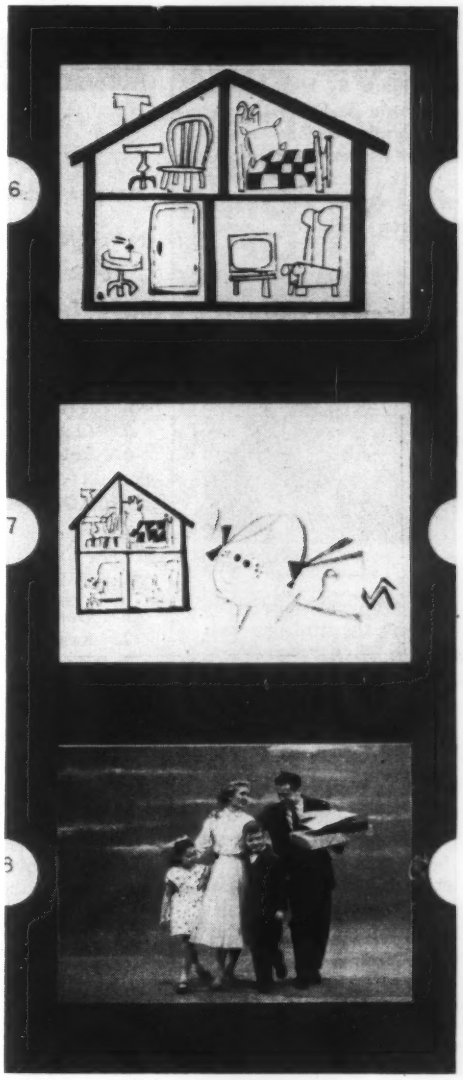
"Beginning with Cunningham & Walsh on the East Coast, the creative phase of writing and storyboarding was followed by musical scoring. Representatives of the west coast animation firm, and the east coast live producer, were present. Storyboard and track then went to the west coast where Sam Nicholson and the creative animation staff of Tv Spots Inc. drew their ideas from the musical track. A style was developed and forwarded to the East Coast where E-U-E's studio scenic designer, costume designer and cameraman evolved live backgrounds based on the animation. When the live portions had been filmed, the answer print was screened in the presence of both west coast and east coast firm representatives and the track re-mixed and edited to complete the print.

"The success of this east coast-west coast supervision proves that there need be no conflict or problems on transcontinental commercial production—provided that the agency sets up pre-production planning with both companies and maintains continuous production control."

For radio, C&W produced nine announcement scripts—two 60-second, three 30-second, three 14-second, and one 9-second announcement—all pointing up advantages the public gets from advertising (including the benefits of radio itself). These were written by Messrs. De Huff and Garner of C&W, and recorded by Mr. Harrice.

Because the tv commercial was financed by the tv networks, it is being distributed by them to their affiliates and is available to independent stations, at no cost, upon request to Jim Proud, campaign coordinator, Advertising Federation of America, 250 W. 57th St., New York 19. Scripts of the radio commercials, and one transcription containing all nine spots, are being offered by AFA and AAW to radio stations at $1.50 per platter, to defray the cost of the transcription.





LIVE PORTIONS of the Advertising Week commercial went together on the East Coast under the hands of (l to r): standing, Ed Mahoney, Tom De Huff, and Martin Nodell, Cunningham & Walsh; choreographer Tom Hansen; Virginia Quinn, C&W; seated, Mike Elliott of Elliott-Unger-Elliott and dancer Cynthia Scott.

B&B Names Sidnam, Hesse to New Posts

Alan Sidnam and William R. Hesse, both vice presidents of Benton & Bowles, New York, have been appointed executive vice president and senior vice president, respectively, Robert E. Lusk, president of the agency, announced last week.

Mr. Sidnam has been with the agency

MR. SIDNAM

MR. HESSE

since 1945 and a vice president since 1950. Mr. Hesse has been with the firm one year and before that was with BBDO, New York, for eight years as a vice president and account supervisor.

Grove Labs Tries New Tack With 'Reason Why' Commercials

GROVE LABS, St. Louis, obviously believes in practicing what its executives preach.

Two months after its marketing vice president, Gene K. Foss, told that city's sales executives club that proprietary drug advertisers were missing the boat by cramming their advertisements full of generalities, failing to explain the "reason why" [B•T, Nov. 12, 1956], Grove has revamped its copy and devised an approach to proprietary drug advertising that it describes as "not only unusual . . . but radical, too."

It is making direct reference to a specific medical journal article which reaffirms what Grove has been saying all along about its new Citroid bioflavanoid compound.

In the cold preparation's current tv spot campaign, placed by Dowd, Redfield & Johnstone, New York, last week in about 95 coast-to-coast markets and scheduled to run through the end of March, announcer Milton Cross cites the 1,600 clinical case studies conducted by Grove on office and industrial workers and quotes *Industrial Medicine and Surgery*, a medical trade journal.

Credited with this new copy approach are Edmund F. Johnstone, DR&J executive vice president, Gene McMasters, account executive on the Clayton Labs Div. of Grove, and Mr. Foss' marketing team.

Duffy Still on Critical List

BEN DUFFY, president of BBDO, New York, who was stricken with a cerebral hemorrhage early in December, was still on the critical list at Harkness Pavilion in New York last week. His doctors said he was no longer in a coma and was progressing as well as could be expected.

CEREALS IN CHICAGO TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product and Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	General Mills Inc.	11	2	17⅓	316
2.	Kellogg Co.	6	1	17	193
3.	National Biscuit Co.	1	1	4	80
4.	General Foods Corp.	3	2	4⅔	79
5.	Quaker Oats Co.	1	1	1⅓	25
6.	Ralston-Purina Co.	1	1	1¾	15

CHICAGO (NETWORK PLUS SPOT)

Rank	Product and Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	General Mills Inc.	11	2	17⅓	401
2.	Kellogg Co.	5	2	21	219
3.	General Foods Corp.	3	3	23⅔	177
4.	National Biscuit Co.	1	1	10	149
5.	Quaker Oats Co.	1	1	1⅓	18
6.	Ralston-Purina Co.	1	1	1¾	7

In the above summary, the monitoring occurred the week ending Nov. 3, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

***"Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

****Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

Advertising to Help Increase Food Sales 50%, Says Strouse

A 50% INCREASE in food sales was predicted by Norman H. Strouse, president of J. Walter Thompson Co., New York, in an address before the annual sales meeting of the *Minneapolis Star and Journal* in Minneapolis.

He told the group that a $15 billion advertising volume will be necessary to sell the output of a $600 billion gross national product which is generally predicted for 1965 or shortly thereafter. This would represent a ratio of 2.1% of national advertising to personal consumption.

"There is no question but that we can produce the goods and services to meet this goal," he said. "The challenge to us engaged in selling is to maintain the velocity of consumption. The next eight years will represent the most critical test of our talents. If we succeed, it may well represent the finest contribution to American democracy we will ever have the opportunity to make."

In order to increase food sales by 50%, Mr. Strouse said that within the next 10 years the problem is to teach people to want not more but better foods. Three factors, he said, will determine the success or failure to attain this objective: (1) innovation, which brings out of the research laboratory new and exciting products to make housekeeping an art rather than a burden; (2) personnel, planned well in advance and (3) advertising, harnessed strategically to the growth plans of companies, building a fundamental asset into the corporation just as real as plant facilities."

Geyer Names Happ to Post

LEWIS H. HAPP, acting media director and senior buyer, Geyer Adv., has been appointed media director of the agency's New York, Detroit and Dayton offices, Sam M. Ballard, Geyer president, announced last week. Media directors in the local offices will continue, and will report to Mr. Happ. With Geyer since 1954, Mr. Happ previously served in various media posts with Lynn Baker Inc., BBDO, Pedlar & Ryan and other agencies.

TOPS In Showmanship!

TAKE finest television facilities, add an experienced, staff with a real flair for "Iowa Barn Dance Frolic" showmanship, and the result is a station with some of the Nation's best local programming—WHO-TV!

FACILITIES! Largest studios in Mid-West. Studio One is 50′ x 90′, Studio Two is 35′ x 70′. Complete kitchen also available. Equipment includes two 16 mm. movie projectors, one 35 mm. slide projector, one 4″ x 5″ opaque projector and one rear-screen projector with automatic 4″ x 5″ slide changer and 9′ x 12′ screen. Also big Mobile Unit, excellent Art and Photo Depts., plus complete color facilities, including two 16 mm. color movie projectors and one 35 mm. color slide projector.

PERSONNEL: A tremendous pool of Iowa Barn Dance Frolic talent, plus an imaginative, 35-man staff, headed-up by TV Program Director, Production Manager and 4 Television Directors. 525 cumulative years of show-business experience assure really professional local programming.

Yes, WHO-TV *is* "tops in showmanship"—another big reason why Iowans watch WHO-TV, respond to WHO-TV, with an enthusiasm and loyalty accorded to few television stations in America.

WHO-TV is part of Central Broadcasting Company, which also owns and operates **WHO** Radio, Des Moines **WOC-TV**, Davenport

WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.
National Representatives

NBC Affiliate

first in a series of 12 ads

CAPRICORN

ENTERPRISING • PERSEVERANT

...and twelve months out of every year stations under the sign of MEEKER benefit by:

ENTERPRISING enthusiasm of youth balanced by "know-how" of experience. The "average" Meeker-man is 35 years young with 13 years in the broadcasting business.

PERSEVERANT penetration into each individual sales problem with more man hours available per station.

personalized selling of a limited list

the meeker company, inc.

radio and television station representatives

new york – chicago – san francisco – los angeles – philadelphia

TV NETWORK BUYS AND BUYERS

Top Ten Tv Network Advertisers During October, 1956

1.	Procter & Gamble	$3,864,708
2.	Gillette	2,522,437
3.	Colgate-Palmolive	1,772,238
4.	General Foods Corp.	1,513,013
5.	American Home Prods.	1,461,921
6.	Chrysler	1,347,880
7.	General Motors	1,023,861
8.	Lever Bros.	1,001,132
9.	Ford Motor	960,614
10.	R. J. Reynolds	938,423

TOP TEN'S COMBINED GROSS SURPASSES ALL OTHERS IN OCTOBER

HOW much of a dent in total network tv billing do the so-called "top 10" national advertisers make?

According to figures based on Publishers Information Bureau reports, the answer in rough statistics is staggering.

Procter & Gamble last October spent more than $3.8 million gross in the medium, Gillette's outlay that month was more than $2.5 million, or, a combined total of over $6.3 million.

This sum is nearly $3 million under the total in network tv placed that month by *all* advertisers of toiletries and toilet goods, only a little over $1.5 million less than *all* expenditures by network tv advertisers of food and food products.

It was almost double the total chalked up in the medium by smoking materials advertisers and, in fact, a higher expenditure than that made in total for each of any of the other product categories.

The 10 top advertisers combined spending in total represents roughly 35% of the more than $45.5 million gross billing in network tv by all advertisers in the month of October.

Each of the main product categories showed great advances in time purchases over the Jan.-Oct. period, the most noticable exception being smoking materials, nearly $1 million under. Some of the comparative gains were tremendous. For example, drugs and remedies bounded ahead from about $18.1 million to more than $31.6 million; automotive was up over $10 million, foods increased by more than $7 million, household equipment by nearly $3 million, soaps by a whopping $13 million and the toiletries category chalked up a healthy increase of over $7.8 million.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR OCTOBER AND JAN.-OCT. 1956 COMPARED TO 1955

	October 1956	Jan.-Oct. 1956	October 1955	Jan.-Oct. 1955
Agriculture & Farming	$	$ 494,292	$ 30,928	$ 70,618
Apparel, Footwear & Access.	429,610	2,915,324	116,013	2,407,790
Automotive, Auto Equip. & Access.	4,247,907	47,023,583	4,936,341	36,724,728
Aviation, Aviation Access. & Equip.	....	....	20,700	113,105
Beer, Wine & Liquor	705,539	6,143,896	603,742	6,219,265
Building Materials & Equipment	381,771	2,848,172	124,153	959,938
Confectionery & Soft Drinks	598,644	7,152,917	739,843	6,176,404
Consumer Services	241,356	2,074,891	116,196	1,022,691
Drugs & Remedies	3,920,479	31,677,015	2,198,212	18,147,741
Entertainment & Amusements	12,299	84,281	....	13,141
Food & Food Products	7,872,991	72,686,813	7,128,723	65,434,715
Gasoline, Lubricants, Etc.	357,382	3,395,416	561,123	4,115,966
Horticulture	....	211,185	....	111,710
Household Equip. & Supplies	2,930,803	28,899,074	3,219,808	26,003,738
Household Furnishings	346,884	2,648,589	165,412	2,008,890
Industrial Materials	1,090,113	8,676,402	804,949	5,654,541
Insurance	548,490	3,868,264	259,637	1,561,865
Jewelry, Optical Goods & Cameras	642,602	4,892,739	436,943	3,692,489
Office Equipment, Writing Supplies & Stationery	279,442	3,343,269	388,430	4,634,443
Political	1,638,061	2,074,546	....	....
Publishing & Media	230,587	1,485,757	59,851	605,522
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	640,372	9,954,865	630,685	6,845,874
Retail Stores & Direct by Mail	....	....	....	10,392
Smoking Materials	3,357,926	33,546,413	3,651,582	34,488,294
Soaps, Cleansers & Polishes	5,420,863	50,184,913	4,326,245	37,124,659
Sporting Goods & Toys	185,126	626,627	142,248	232,097
Toiletries & Toilet Goods	9,114,721	69,533,555	7,254,636	61,765,959
Travel, Hotels & Resorts	43,290	472,398	40,350	421,200
Miscellaneous	310,757	2,415,402	252,198	2,203,435
TOTALS	$45,548,015	$399,330,598	$38,208,948	$328,771,210

Source: Publisher's Information Bureau

LEADING ADVERTISERS IN PRODUCT GROUPS DURING OCTOBER, 1956

Best Foods Inc.	104,721
Chrysler Corp.	1,347,880
Joseph Schlitz Brewing Co.	211,296
Edison Electric Institute	132,033
Coca-Cola Co.	309,367
American Tel. & Tel. Co.	241,356
American Home Prods.	1,282,776
Paramount Pictures Corp.	12,299
General Foods Corp.	1,513,013
Gulf Oil Corp.	175,488
Westinghouse Electric	709,482
Armstrong Cork Co.	237,348
Kaiser Alum. & Chem.	174,051
Prudential Insurance Co.	229,878
Bulova Watch Co.	236,882
Hallmark Cards Inc.	148,455
Stevenson-Kefauver Campaign Committee	442,610
Time Inc.	201,159
Admiral Corp.	264,195
R. J. Reynolds Tobacco Co.	938,423
Procter & Gamble Co.	3,389,900
Mattel Inc.	46,583
Gillette Co.	2,522,437
Pan American World Airways Inc.	43,290
Quaker Oats Co.	97,087

BARDACH AIRS TIMEBUYER GRIPES; HURLBURT ANSWERS FOR STATIONS

A SESSION dealing with the "gripes" and needs of agency timebuyers was featured in New York Tuesday at the timebuying and selling seminar held at the Shelton Hotel by the Radio & Television Executives Society.

Speaker was Peter Bardach, broadcast account executive, Foote, Cone & Belding, New York, substituting for Ruth Jones, broadcast media supervisor at J. Walter Thompson, New York, who was unable to attend.

Mr. Bardach ran through a collection of complaints and suggestions he said he had gathered from other timebuyers. They covered ratings, rate cards, rate increases, availabilities, post-buy practices, merchandising, calls to clients, and projecting a buy against competition.

John Hurlburt, director of tv sales promotion and research, Peters, Griffin, Woodward, as director of the session presented the stations' viewpoints or "gripes."

This week (tomorrow), a luncheon session is slated to explore "Network and/or Spot," with George Abrams, vice president of Revlon Inc., the speaker scheduled.

Summed up, these were the high points of Mr. Bardach's discussion:

Rating services: Time salesmen should be aware that when an agency subscribes to a service other than the one the salesman of the station it represents uses, the timebuyer is following the decision of the research or media head. Thus, a representative or station manager is wasting time if he is selling against the rating figures of the timebuyer. He also warned against salesmen using "outdated" ratings and a "negative" approach.

Rate cards: As rate cards—particularly in radio—become "more complicated," time salesmen should be well acquainted with the changes and keep the timebuyer informed, especially wherein the rate change can be of advantage to him. Stations ought to publish all special packages and discounts. Buyers should be told of rate increases—if he has a schedule on the station, drop him a personal note.

Availabilities: Timebuyers prefer a listed, typewritten sheet of availabilities, but not "cluttered" with extra information (the latter can be attached). When a certain number of availabilities is sought, don't come up with the exact number nor too many—approximately double the amount sought is preferable. Let the timebuyer know when his schedule adjacency or program changes. In any event, avoid "old" or "non-existent" availabilities.

After the buy: The timebuyer ought to be informed on possible improvements of his schedule. The better offers should go to those already with accounts on stations rather than to new clients. Unfortunately, some timebuyers do not hear from stations again until it is time for renewal. A must: Notify the agency of any "discrepancies" in the schedule, that is, omissions, makegoods etc.

Merchandising: Timebuyers today are primarily interested in "a good media buy." Merchandising is considered secondary, though buyers would "like to know about it." Radio, in particular, can be sold *well* on the basis of media efficiency. When the timebuyer is promised something via merchandising, however, the station ought to report on results. Merchandising was one of the ways radio fought back during its "decline"—and now has remained as a "hangover" from those years.

Calls to agency and client: While agencies practice an "open-door" policy to sellers, the seller at least should call well in advance of his appearance. Direct sales calls on clients are okay with the agencies, but the agencies ought to be told about it by the caller rather than be informed about it later by the visited client.

Against competition: It shouldn't be necessary for the seller to project his pitch against the competition. If he has the best buy, why not tell the story?

Mr. Hurlburt teed off with statements that took the form of questions: Do timebuyers know their stations? Do they visit them? Is there more a failure of "communication" between agency and station rather than selling "faults" alone? Are not agencies too prone to cancel on the basis of ratings only?

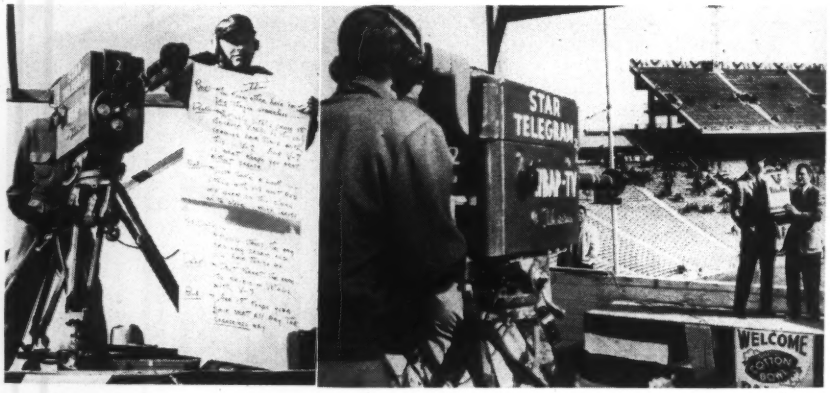
He also emphasized that the broadcast business "is as perishable [a commodity] as a bunch of bananas." Mr. Hurlburt deplored an agency practice of demanding a quick list of availabilities and then failing to come through with an answer to the station representative with comparable speed. He was critical, too, of an attitude among some agency people of "looking down the nose" at station executives.

Near the session's conclusion, Mr. Bardach took a critical swipe at "too much" marketing data sent by stations to the agencies. He suggested broadcasters concentrate "on what they are selling: circulation and personalities." Market information so far as selling time, while of some interest, actually can be considered to be "superfluous." Many a timebuyer's file literally "bulges" with such data, he said.

Gillespie Named K&E Director

DAVID J. GILLESPIE, vice president and senior account executive in the Detroit office, Kenyon & Eckhardt, has been elected a director of the agency and has been named manager of the Detroit office. He started with K&E in 1936 as office boy, broke into media the following year as a space buyer and successively rose through various other departments. In 1954 he transferred to Detroit.

HOT OFF THE GRIDIRON



DESPITE head-shaking that "it can't be done," Doherty, Clifford, Steers & Shenfield successfully tackled the problem of telecasting an on-the-scene, live commercial at a "bowl" football game.

With ex-gridiron star Doak Walker (extreme right above) and sportscaster Bud Palmer (with him) set to deliver Vitalis commercials during the Cotton Bowl game Jan. 1 DCSS felt the spots would attract stronger viewer interest if done directly from the Dallas, Tex., event.

Facilities were the big headache—how to get power lines and tv cables into the bowl for the commercials. DCSS's Tv Producer Russ Armbruster and Account Executive Payson Fairchild studied the stadium for the best sites, technically and photographically, and chose one at the rear of the great sunken arena. Then a complete remote unit was rented from WBAP-TV Fort Worth solely for use on the commercials.

Thus millions of viewers of NBC-TV got their Vitalis message with real Cotton Bowl atmosphere as Texas Christian beat Syracuse by one point on New Year's Day.

KERO-TV

BAKERSFIELD, CALIFORNIA

proudly

announces the appointment of

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

as its

Exclusive National Representative

effective

January 2, 1957

Channel 10 **NBC**

New Trademark Drive Set by Chesterfield

LIGGETT & MYERS Tobacco Co., New York, which last week launched a heavy schedule in newspapers and magazines for its new king-sized Chesterfield trade-mark character, "The Chesterfield King," last week signed for three programs in the *Hey, Jeannie* situation-comedy series on CBS-TV (Sat., 9:30-10 p.m. EST) to introduce the "King" to the tv audience. Procter & Gamble Co. (through Compton Adv., New York), regular sponsor of *Hey, Jeannie*, will step aside for these three shows only—reportedly Feb. 9, 23, and March 2—and is expected to return to fulltime sponsorship March 9.

Liggett & Myers, through McCann-Erickson, New York, will also supplement print media ads featuring "King Chesterfield" with a special 13-week radio announcement campaign starting Feb. 4 in more than 100 markets. No budget figures were disclosed.

Undecided was the fate of *Noah's Ark*, the filmed color series on NBC-TV. Officials of both agencies concerned—McCann-Erickson for Chesterfields, Doyle Dane Bernbach for Max Factor of Hollywood (cosmetics)—met late in the week with their clients to decide whether to beach *Ark*. Though no decision had been made on Friday, the program probably will be dropped either after the Feb. 26 telecast or midway in the second cycle. In any case, however, indications pointed to retention of the Tuesday, 8:30-9 p.m. EST time slot by the present sponsors. It was learned that one of the programs under study as a possible replacement is a new packaged 30-minute filmed suspense program originally titled *Impact* and redubbed *Crisis*.

U-I Begins Tv Spot Campaign

UNIVERSAL-International (Universal Pictures Co., N. Y.), through its agency, Cunningham & Walsh, last week began what it termed its "largest tv spot campaign" to presell "Battle Hymn," a new Cinemascope color motion picture on the life of Col. Dean E. Hess, the "flying parson" of the Korean war, which premieres today (Monday) in Marietta, Ohio.

The campaign, running through Feb. 2, calls for a lineup of 260 spots in 19 coast-to-coast markets. Copy is slanted for appeal to woman audiences.

NOW

DO-IT-YOURSELF ADVERTISING ANNOUNCEMENT FROM TPA

see page 51

BANDSMEN Lawrence Welk (l) and Ray Anthony (c) join Lee F. Desmond (r), vice president in charge of sales for Dodge, and Jack W. Minor, vice president in charge of sales for Plymouth, to view the results of the New Year's Eve four-hour telecast on ABC-TV, which the two musicians and their orchestras joined forces to present on 72 hour notice. B•T Dec. 31 erroneously listed Leo Burnett Co. as agency instead of Grant Adv.

Ford Maps Campaign for Edsel; Plans to Use $12-15 Million

NETWORK tv, possibly a series of four or five shows, figures in 1957 advertising plans of the Edsel Div., Ford Motor Co., which is expected to introduce its new medium-priced automobile next fall.

Edsel and its agency, Foote, Cone & Belding, are currently mapping advertising strategy for a media campaign to be set in motion a few months before the new car is unveiled. Under study is a series of special programs on a once-a-month basis, it was understood. Specific media plans have not been formulated yet. Edsel is expected to spend approximately $12-$15 million on advertising during the 1957-58 season, with a sizable sum for broadcast media.

Discussions were held in recent weeks by Edsel, FC&B and ABC-TV for possible alternate-week sponsorship of the new Frank Sinatra series this fall but fell through. Liggett & Myers Tobacco Co. (Chesterfields) and Lambers-Hudnut Div. of Warner-Lambert Pharmaceutical Co. are now set as co-sponsors.

Meanwhile, Foote, Cone & Belding is presently in the process of staffing media and other departments in its new Detroit office, which it opened last summer.

Carroll Adv. Formed in Texas

A NEW advertising agency with more than 20 clients, Carroll Adv. Inc., has been formed in San Antonio, Tex., with Brooke Carroll as president and general manager. Other principals include Ernie Brant, account executive and marketing director; Catherine O'Neill, creative director; John Nord, art director; Estelle Gindorf, media director, and Frank Weinholt, auditor. All formerly were associated with Thomas F. Conroy Inc., also San Antonio.

Media Plans Not Affected By Latest Chrysler Change

NO "pronounced" increase or change in advertising placement or media emphasis is anticipated by Chrysler Corp. as a result of its decision to abandon dealer co-op program assessments and absorb the costs of all national and local advertising, according to a company executive.

Assumption of direction of all advertising by Chrysler for its four divisions—Dodge, Plymouth, Chrysler and DeSoto—became effective Jan. 2., with the factory eliminating co-op contributions and revising upward the cost of automobiles to its dealers.

James Cope, vice president in charge of public relations for Chrysler, told B•T the new practice of administering national and local advertising monies would merely "simplify bookeeping and increase efficiency in placing copy." He said it's unlikely there will be any substantial boost in amount of actual advertising placed through agencies.

Mr. Cope declined to say, however, how particular media would be affected, if at all, by the dropping of dealer co-op programs—or specifically whether this presages a reappraisal of national vs. local media and network-spot vs. local radio-tv. The plan is expected to have little effect on various large city automotive dealer groups which place their own advertising with relative autonomy.

Chrysler spokesmen indicated that "no substantial change" in media emphasis between national and local is foreseen. However, station representatives contacted by B•T in Chicago reflected the general reaction that national media, including radio-tv and particularly spot, would benefit in the long run. They pointed out that local co-op money traditionally has been untouchable by station representatives.

Notwithstanding the new policy, Chrysler reportedly will maintain separate national and local co-op funds for advertising at the factory level and add local costs (formerly contributed by dealers) to the final price of each car delivered to its dealers. General Motors instituted a similar plan last December. Ford Motor Co. and others are expected to adopt some variation in the months ahead.

TWO-HOUR SPECTACULAR

GENERAL MOTORS reportedly is considering the sponsorship of a two-hour spectacular on NBC-TV next fall that would be used to introduce the 1958 model of one of its automobile divisions. The report comes shortly after release of NBC-TV's analysis showing that its spectaculars and special one-shot programs have been enjoying higher ratings this season than either last year or the year before [B•T, Jan. 7]. Show under consideration for GM is "Annie Get Your Gun." NBC-TV is said to be negotiating for Mary Martin to play the lead role. No date for the program has been set as yet.

Louisville's BEST KNOWN FIGURE

He's the WHAS-TV Channel 11 figure, reminding viewers in this instance of WHAS-TV's popular 6:00-6:15 pm, Monday through Friday interview program, "Small Talk". At other hours he addresses a typewriter and becomes a sportscaster to promote another WHAS-TV production, "Sportraits".

Many local and national advertisers recognize the value of participating schedules on these and other well-produced WHAS-TV shows. The Channel 11 figure constantly reminds viewers of WHAS-TV's excellent programs.

He should remind you that for selling results, individual and distinctive treatment, your advertising deserves the impact of programming of character. In Louisville, WHAS-TV programming PAYS OFF!

Are you participating?

VICTOR A. SHOLIS, *Director*
NEIL CLINE, *Station Mgr.*
Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times

316,000 WATTS
Channel 11
WHAS-TV
LOUISVILLE, KENTUCKY

BASIC CBS-TV Network

Fire Underwriters Schedule Initial Radio-Tv Spot Drive

NATIONAL Board of Fire Underwriters, New York, will make its first use of spot broadcasting on a paid basis for 13 weeks starting March 1. Through J. M. Mathes Inc., New York, NBFU—which has about 220 capital stock member insurance firms—will blanket 116 markets (using 116 radio and 10 tv stations) with the message: "Do you have sufficient fire insurance?"

The campaign was formulated by Lewis A. Vincent, NBFU general manager, Lan Miller, public relations committee chairman of the National Assn. of Insurance Agents, James R. Mathews, NAIA assistant manager, and David C. Gibson, Mathes vice president and account executive.

Larus' New Holiday Campaign Slated For Test Down East

LARUS & BROTHER Co., Richmond, Va., will market-test in New England beginning Feb. 4 a new premium and filter campaign on behalf of Holiday cigarettes. The drive, using radio and tv spots in addition to print, will be used nationwide after the regional test.

According to Charles Dallas Reach, board chairman, Reach, Yates & Mattoon, New York and Newark, N. J., agency for Larus, the premium gift plan is based on the installment theory. Gifts will be obtained after a downpayment of 15 Holiday coupons (one to a pack) with the balance paid thereafter by the smoker in additional coupons. Along with this premium offer, Holiday will take on a new look. The cigarette has been redesigned with a "jet flow" filter and is packaged in a king-sized, flip-top box.

Gold Seal Co. Reports New Record for Sales

WITH a tip of the hat to television's selling prowess, Gold Seal Co., Bismarck, N. D., last week reported company sales in November 1956 were 178% greater than in the same month of 1955, setting an all-time record. In addition, incomplete compilations on last month show it to be nearly 30% ahead of December 1955, according to Gold Seal President Harold Schafer.

Sales of the firm's Glass Wax (cleaner) was the principal reason for the surge, he said, pointing out that an idea worked out with its agency, Campbell-Mithun Inc., to use Glass Wax with Christmas decoration stencils provided the greatest impetus.

After testing the stencil idea in certain markets before Christmas 1955, a full-fledged campaign was laid out for last Christmas. Stencils were promoted on the NBC-TV *Perry Como Show* for six weeks and on the ABC-TV *Mickey Mouse Club* commencing Nov. 28. All this was supplemented by tv spots in New York, Chicago, Los Angeles and Detroit over a six-week period.

FILM commercials are discussed by (l to r): Art Lund, of Campbell-Mithun, Minneapolis-Chicago-Hollywood agency; Ellsworth Polfuss, of Reid H. Ray Film Industries Inc., St. Paul, and Harold Schafer, president of Gold Seal Co., Bismarck, N. D.

Anheuser-Busch, for New Beer, Buys KMOX Baseball Package

ALL BASEBALL games of the St. Louis Cardinals will be broadcast this year on an 11-state radio network of about 90 stations, keyed from KMOX St. Louis. Busch Bavarian, new beer being introduced by Anheuser-Busch, that city, will sponsor half of the package. Last year the company's Budweiser beer sponsored the full package.

All broadcasts will be live. Announcers will be Harry Caray, Joe Garagiola and Jack Buck. The contract marks the third year KMOX has carried the Cardinals. KTVI (TV) St. Louis will telecast Cardinals road games, also under Busch Bavarian sponsorship. Agency for Anheuser-Busch is Gardner Adv. Agency, St. Louis.

Spot Report Changes Format; Product Grouping Offered

CHANGE in format of the *Spot Radio Report,* effective with the January issue, was announced last week by Executives Radio-Tv Service, Larchmont, N. Y. The most notable change will be that the spot radio schedules of advertisers will be grouped alphabetically under specific product categories, whereas previously the information had been listed under individual advertising agency headings.

The new format, according to James M. Boerst, publisher, will "greatly facilitate the finding of specific product listings and make the report considerably more useful to advertisers, agencies, stations and station representatives." The monthly report contains approximately 400 listings of spot radio advertisers, as provided by a total of 87 advertising agencies active in radio and television.

COLORCASTING®

The Next 10 Days
Of Network Color Shows
(All times EST)

CBS-TV

Jan. 14-15 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors (also Jan. 18, 21, 22).

Jan. 15 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk Co. through Gardner Adv. (also Jan. 22).

Jan. 16 (8-9 p.m.) *Arthur Godfrey Show,* participating sponsors (also Jan. 23).

Jan. 20 (5:30-6 p.m.) *The McBoing-Boing Show,* sustaining.

NBC-TV

Jan. 14-18 (3-4 p.m.) *Matinee,* participating sponsors (also Jan. 21-25).

Jan. 14 (9:30-10:30 p.m.) *Robert Montgomery Presents,* Schick through Warwick & Legler and S. C. Johnson & Son through Needham, Louis & Brorby (also Jan. 21).

Jan. 15 (8:30-9 p.m.) *Noah's Ark,* Liggett & Myers through McCann-Erickson, and Max Factor through Doyle Dane Bernbach on alternate weeks (also Jan. 22).

Jan. 15 (10:30-11 p.m.) *Break the $250,000 Bank,* Lanolin Plus through Russel M. Seeds (also Jan. 22).

Jan. 16 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson (also Jan. 23.)

Jan. 17 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson.

Jan. 18 (approx. 10:45-11 p.m.) *Red Barber's Corner,* State Farm Insurance Co. through Needham, Louis & Brorby.

Jan. 19 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Jan. 19 (9-10 p.m.) *Saturday Spectacular,* "The Jerry Lewis Show," RCA and Whirlpool-Seegar through Kenyon & Eckhardt and Oldsmobile through D. P. Brother.

Jan. 19 (10-10:30 p.m.) *The Ernie Kovacs Show,* RCA and Whirlpool-Seegar through Kenyon & Eckhardt and Oldsmobile through D. P. Brother.

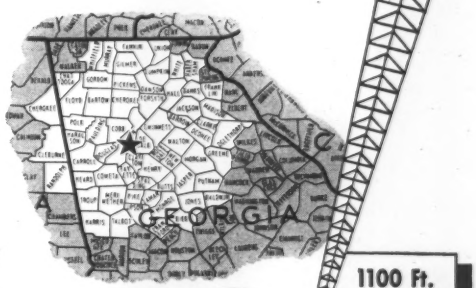
Jan. 20 (9-10 p.m.) *Alcoa Hour,* Aluminum Co of America through Fuller & Smith & Ross.

Jan. 20 (4-5:30 p.m. *Wide, Wide World,* 20-minute color segment, various divisions of General Motors through various agencies.

[Note: This schedule will be corrected to press time of each issue of B•T]

WHEN YOU BUY ATLANTA...BUY waga-tv AND TAKE A BIGGER LICK AT THE MARKET!

Atlanta is the hub of a 60-county market that is covered thoroughly by WAGA-TV. Compared with other TV stations in Atlanta you reach over 17% more people with more than $300-million in spendable income. WAGA-TV gives you a bigger lick at this bigger market with its taller tower, full power, CBS-TV and highest ARB and Pulse ratings.



TOP DOG IN THE NATION'S 21st MARKET

waga-tv

100,000 watts channel 5

CBS-TV in Atlanta

A STORER STATION

Represented Nationally by THE KATZ AGENCY, Inc.

STORER BROADCASTING COMPANY SALES OFFICES

NEW YORK—118 E. 57th St. • CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.

Take Another Look

CBS

at

BAKERSFIELD

KBAK-TV

Now

CBS

Primary Affiliate

CBS KBAK TV

KBAK-TV

Represented Nationally

by

WEED TV

LATEST RATINGS

NIELSEN

TOP TV SHOWS (TWO WEEKS ENDING DEC. 8, 1956)

Rank	Program	Sponsor	Agency	Net-work	Approx. No. of Stations	Day & Time	†Total Audience Tv Homes Reached (000)
1.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	165	Sun., 8-9	18,360
2.	I Love Lucy	General Foods	Grey	CBS	160	Mon., 9-9:30	17,908
		Procter & Gamble	Young & Rubicam				
3.	G.E. Theatre	General Electric	BBDO	CBS	148	Sun., 9-9:30	16,060
4.	Perry Como Show	Gold Seal	Campbell-Mithun	NBC	121	Sat., 8-9	15,118
		Kimberly-Clarke	Foote, Cone & Belding				
		Noxzema	Sullivan, Stauffer, Colwell & Bayles				
		Sunbeam	Perrin-Paus				
		RCA	Kenyon & Eckhardt				
		S&H Green Stamps	Sullvan, Stauffer Colwell & Bayles				
5.	Jackie Gleason Show	P. Lorillard	Lennen & Newell	CBS	170	Sat., 8-9	14,892
		Bulova	McCann-Erickson				
6.	Disneyland	American Motors	Geyer & Brooks	ABC	176	Wed., 7:30-8:30	14,703
			Smith, French & Dorrance				
		American Dairy	Campbell-Mithun				
		Derby Foods	McCann-Erickson				
7.	$64,000 Question	Revlon	BBDO	CBS	175	Tues., 10-10:30	14,401
8.	Alfred Hitchcock Presents	Bristol-Myers	Young & Rubicam	CBS	110	Sun., 9:30-10	14,326
9.	Steve Allen Show	U. S. Time	Peck Adv.	NBC	129	Sun., 8-9	14,213
		Jergens	Robert W. Orr				
		Brown & Williamson	Ted Bates				
		Polaroid	Doyle Dane Bernbach				
10.	December Bride	General Foods	Benton & Bowles	CBS	183	Mon., 9:30-10	13,798

Rank	‡Average Audience, Tv Homes Reached (000)	Rank	*Total Audience, % of Tv Homes Reached		Rank	*Average Audience, % of Tv Homes Reached
1.	I Love Lucy 17,040	1.	Ed Sullivan Show	50.2	1.	I Love Lucy 46.3
2.	G. E. Theater 14,778	2.	I Love Lucy	48.7	2.	G. E. Theater 41.2
3.	Ed Sullivan Show 13,949	3.	G. E. Theater	44.7	3.	Ed Sullivan Show 38.1
4.	$64,000 Question 13,421	4.	Perry Como Show	41.7	4.	Alfred Hitchcock 37.5
5.	Alfred Hitchcock 13,308	5.	Jackie Gleason Show	41.0	5.	$64,000 Question 36.3
6.	December Bride 12,893	6.	Disneyland	40.7	6.	December Bride 35.3
7.	Perry Como Show 12,102	7.	Alfred Hitchcock	40.4	7.	Godfrey Scouts 33.6
8.	Jack Benny Show 12,064	8.	$64,000 Queston	39.0	8.	Perry Como Show 33.4
9.	Godfrey Scouts 11,951	9.	Steve Allen Show	39.0	9.	Jack Benny Show 32.9
10.	I've Got a Secret 11,913	10.	Cavalcade of Sports	37.9	10.	Gunsmoke 32.9

[Details on Programs in Preceding Tables Not Listed in Top Table]

Jack Benny Show	American Tobacco	BBDO	CBS	172	Sun., 7:30-8
Godfrey Scouts	Lipton Tea	Young & Rubicam	CBS	163	Mon., 8:30-9
	Toni	North Adv.			
I've Got a Secret	R. J. Reynolds	William Esty	CBS	180	Wed., 9:30-10
Cavalcade of Sports	Gillette	Maxon	NBC	167	Fri., 10-10:45
Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	145	Sat., 10-10:30

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.
(*) Percented ratings are based on tv homes within reach of station facilities used by each program.

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TOP RADIO SHOWS, TWO WEEKS ENDING NOV. 24, 1956

Rank	Program	Sponsor	Agency	Net-work	Approx. No. of Stations	Day & Time	Homes (000)
Evening, Once A Week			(Average for All Programs)				(524)
1.	People Are Funny	Anahist	Ted Bates	NBC	188	Wed., 8-8:30	1,428
2.	Dragnet	Anahist	Ted Bates	NBC	188	Tues., 8-8:30	1,238
		Carter	Ted Bates				
3.	Henry J. Taylor	General Motors	Kudner	NBC	188	Mon., 8-8:15	1,095
4.	News From NBC	Brown & Williamson	Ted Bates	NBC	188	Wed., 8:55-9	1,048
5.	Telephone Hour	Bell Telephone	N. W. Ayer	NBC	188	Mon., 9-9:30	1,048
6.	True Detective Mysteries	Participating sponsors	and agencies	MBS	456	Thurs., 8-8:30	1,000
7.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	198	Sun., 6:30-7	905
8.	Great Gildersleeve	Anahist	Ted Bates	NBC	188	Thurs., 8-8:30	905
9.	Mitch Miller	Pontiac	MacManus, John & Adams	CBS	194	Mon., 8:05-9	809
10.	News	Miles Labs	Geoffrey Wade	NBC	188	Sat., 7-7:05	809
Evening, Multi-Weekly			(Average for All Programs)				(762)
1.	Lowell Thomas	United Service Div. General Motors	Campbell-Ewald	CBS	198	Mon.-Fri., 6:45-7	1,619
2.	News of The World	Miles Labs	Geoffrey Wade	NBC	188	Mon.-Fri., 7:30-45	1,286
3.	Amos 'n' Andy Music Hall	Brown & Williamson	Ted Bates	CBS	196	Mon.-Fri., 7-7:30	1,190
Weekday			(Average for All Programs)				(1,238)
1.	Young Dr. Malone (2nd half)	Mentholatum	J. Walter Thompson	CBS	186	Wed., Wk 2, 1:30-45	1,952
2.	Helen Trent (1st half)	Carter	Ted Bates	CBS	188	Mon., Wed., 12:30-45	1,905
3.	Young Dr. Malone (1st half)	Mentholatum	J. Walter Thompson	CBS	186	Mon., Wk 2, 1:30-45	1,857
4.	Strike It Rich	Dromedary	Lennen & Newell	CBS	193	Fri., Wk 1, 2:15-30	1,857
5.	Arthur Godfrey	Intl. Min & Chem.	BBDO	CBS	188	Thu., Wk 2, Alt. Times	1,762
6.	Young Dr. Malone (1st half)	Toni	North	CBS	186	Wed., Fri., 1:30-45	1,714
7.	Our Gal Sunday (2nd half)	Standard Brands	Ted Bates	CBS	194	Mon., Tues., Thurs., 12:45-1	1,714
8.	Our Gal Sunday (2nd half)	Mentholatum	J. Walter Thompson	CBS	188	Fri., Wk 2, 12:45-1	1,714
9.	Helen Trent (1st half)	Toni	North Adv.	CBS	188	Tues, Thurs., 12:30-45	1,667
10.	Our Gal Sunday (1st half)	Colgate-Palmolive	Ted Bates	CBS	188	Alt. days, 12:45-1	1,667
Day, Sunday			(Average for All Programs)				(381)
1.	Woolworth Hour	F. W. Woolworth	Lynn Baker	CBS	209	Sun., 1-2	1,048
2.	Robert Trout News	General Motors	Campbell-Ewald	CBS	154	Sun., 10-10:05	905

Ratings Continue on Page 46

MATURITY

Maturity makes haste slowly.

We like quick sales, too. But if...from our years of experience...we feel too hurried action endangers future success, we say so.

We've found it pays to help clients choose between hasty decisions...and wise ones.

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO

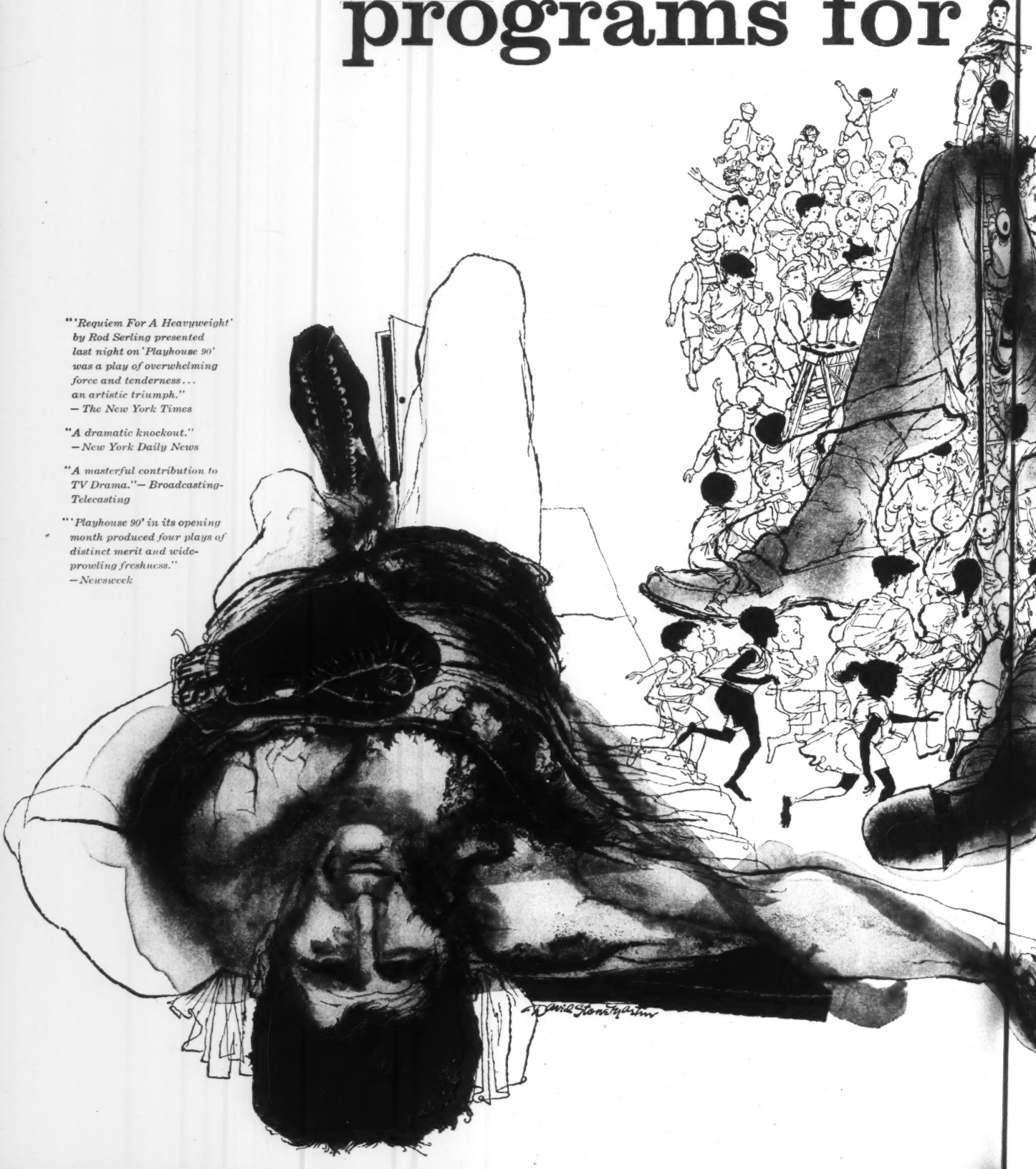
programs for

"'Requiem For A Heavyweight' by Rod Serling presented last night on 'Playhouse 90' was a play of overwhelming force and tenderness... an artistic triumph."
— The New York Times

"A dramatic knockout."
— New York Daily News

"A masterful contribution to TV Drama."— Broadcasting-Telecasting

"'Playhouse 90' in its opening month produced four plays of distinct merit and wide-prowling freshness."
— Newsweek



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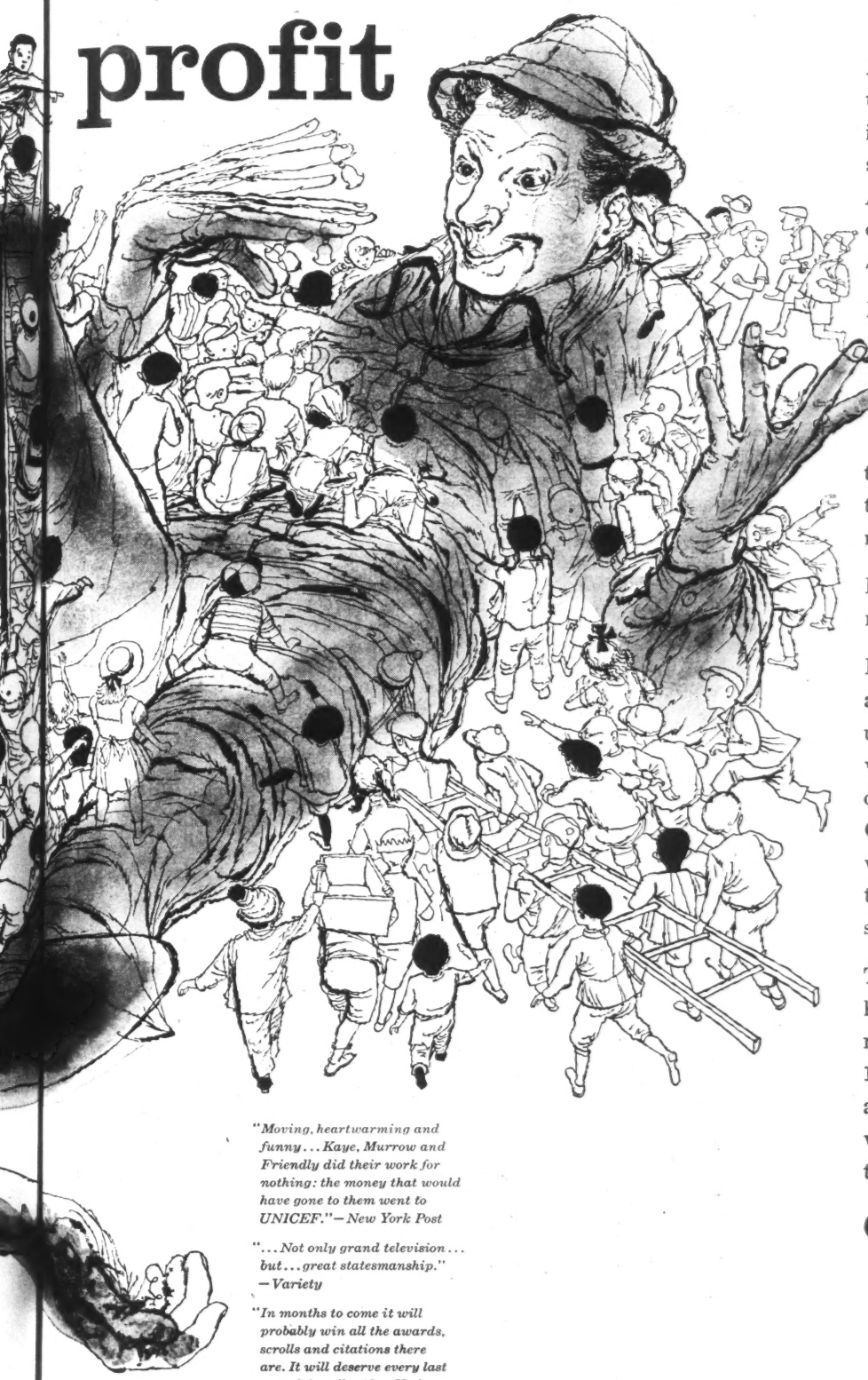

"Moving, heartwarming and funny... Kaye, Murrow and Friendly did their work for nothing: the money that would have gone to them went to UNICEF."— New York Post

"...Not only grand television... but...great statesmanship."
—Variety

"In months to come it will probably win all the awards, scrolls and citations there are. It will deserve every last one of them."— New York World-Telegram and Sun

As television ended its first decade two programs eloquently testified to its boundless vitality: the regularly scheduled weekly dramatic series *Playhouse 90* and the hour-and-a-half one-time special broadcast, "*The Secret Life of Danny Kaye.*"

Each presented a great actor in a stunning performance, won vast audiences and unstinted praise as a major television contribution, took infinite pains to produce. One yielded its producers tangible financial reward; the other nothing but critical acclaim.

It would be difficult to say which was more profitable to television.

In these two programs the medium again brilliantly demonstrated its unique capacity to respond to the varied needs, interests and aspirations of the American people. Broadcast on CBS Television, they were produced with the enthusiasm and imagination that characterize the entire program schedule of the network.

This kind of programming for profit helps explain why Americans spent more time watching television during 1956 than during any previous year, and why they spent as much time watching CBS Television as the other two networks combined.

CBS TELEVISION

RATINGS *(Continues from page 42)*

Rank	Program	Sponsor	Agency	Network	Approx. No. of Stations	Day & Time	Homes (000)
Evening, Once A Week			(Average for All Programs)				(524)
3.	Robert Trout News	General Motors	Campbell-Ewald	CBS	154	Sun., 12-12:05	714
Day, Saturday			(Average for All Programs)				(762)
1.	Notre Dame Football	Pontiac	MacManus, John & Adams	MBS	530	Sat., to concl	1,428
2.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	200	Sat., 12:30-1	1,381
3.	Robert Q. Lews	L. Howe	Dancer-Fitzgerald-Sample	CBS	198	Sat., 11:50-55	1,381

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VIDEODEX

TOP TELEVISION SHOWS (DEC. 1-7, 1956)

Rank	Program	Sponsor	Agency	Network	Approx. No. of Stations	Day & Time	% Tv Homes	No. Tv Homes (000)
1.	I Love Lucy	General Foods Procter & Gamble	Grey Young & Rubicam	CBS	160	Mon., 9-9:30	33.4	11,243
2.	Jackie Gleason	P. Lorillard Bulova	Lennen & Newell McCann-Erickson	CBS	170	Sat., 8-9	33.3	11,314
3.	Dragnet	Liggett & Myers Schick	McCann-Erickson Warwick & Legler	NBC	171	Thurs., 8:30-9	32.3	10,953
4.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	165	Sun., 8-9	31.9	10,766
5.	$64,000 Question	Revlon	BBDO	CBS	175	Tues., 10-10:30	30.7	10,478
6.	December Bride	General Foods	Benton & Bowles	CBS	183	Mon., 9:30-10	28.1	9,700
7.	Red Skelton	S. C. Johnson & Son Pet Milk Co.	Foote, Cone & Belding Gardner	CBS	100	Tues., 9:30-10	27.9	
8.	Climax	Chrysler Corp.	McCann-Erickson	CBS	153	Thurs., 8:30-9:30	27.4	9,187
9.	Gale Storm	Nestle Co.	Bryan Houston	CBS	170	Sat., 9-9:30	26.6	8,639
10.	G. E. Theatre	General Electric	BBDO	CBS	148	Sun., 9-9:30	26.4	
	George Gobel	Armour Pet Milk	J. Walter Thompson Gardner	NBC	170	Sat., 10-10:30		8,635
	I've Got A Secret	R. J. Reynolds	William Esty	CBS	180	Wed., 9:30-10		8,606

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Seaboard Plea Denied In Franco Litigation

A MOTION by Seaboard Drug Co. (Mericin), New York, to vacate a $45,000 warrant of attachment placed against it by Carlos Franco Assoc., New York, in the agency's $356,718 breach of promise suit, was "denied in all respects" Thursday by New York Supreme Court Justice Vincent A. Lupiano.

The drug manufacturing concern is charged with having broken, without notice, a one-year contract that was due to expire next July 3. Its present agency, Grant Adv., New York, is accused of promoting the alleged breach. Franco seeks $200,000 from Grant [B•T, Dec. 10, 1956, AT DEADLINE, Dec. 24, 1956].

This second motion by the defendant, filed Dec. 7 by Seaboard President Harry Patterson (the first, calling upon Franco to put up a $200,000 bond to protect Seaboard's interests and stockholders, was denied Dec. 2) asked that the court vacate the $45,000 warrant of attachment or reduce it to $3,000. In his affidavit, Mr. Patterson said, "even if we were to assume for the purpose of argument that plaintiff was not properly dismissed for cause . . . it is apparent that (he) could be dismissed without cause, at any time, upon 90 days notice."

Franco Assoc., which seeks to recover from Seaboard 15% of the more than $1 million in billing that would ordinarily have been placed between the time the contract was breached and its actual expiration date, Mr. Patterson said, was "willfully and maliciously" setting forth "fabrications to create theoretical damages to (itself)." All Franco could demand, Mr. Patterson asserted, was 15% of the billing that would have been placed in the 90-day period following notification of dismissal. Thus, instead of the $156,718 demanded by the plaintiff, Mr. Patterson continued, only 15% of $125,000—or $18,750—could be asked.

Chirurg Promotes Costello, Welch

SCOTT COSTELLO, account executive at the James Thomas Chirurg Agency, Boston and New York, has been promoted to general manager of the Boston operations and becomes a vice president, and Hillard W. Welch, also a Chirurg account executive, has been named supervisor of technical accounts of the Boston office.

MR. COSTELLO

MR. WELCH

Mr. Costello was associated with the Griswold-Eshelman Co., Cleveland, Ohio, and wtih Mumm, Mullay & Nichols, Inc., Columbus, Ohio, before joining the Chirurg agency in 1954.

Mr. Welch joined the agency in 1951 after several years with a candy manufacturer.

NOW
DO-IT-
YOURSELF
ADVERTISING
ANNOUNCEMENT
FROM tpa
see page 51

Scholts Advertising to Become Division of Heintz on Feb. 1

ACCOUNTS and personnel of Scholts Advertising Service, Los Angeles, will move into the offices of Heintz & Co. in that city, Feb. 1, when the Scholts organization becomes a division of Heintz in a merger of these two veteran Southern California agencies.

MR. SCHOLTS

Tom Scholts, operator of the agency founded by his father in 1923, will be a vice president and member of the executive committee of the merged agencies. Other key Scholts personnel involved in the move include Luther Myhro, creative man, and Kenneth Higgins, tv specialist.

Carl M. Heintz Jr., Heintz executive vice president, told B•T that the merger will make the Heintz organization, which was founded in 1933 and maintains offices in both Los Angeles and San Francisco, among the leading agencies in placement of food advertising in the western part of the country.

SPOT NEW BUSINESS

Drewrys Ltd. (beer, ale), South Bend, Ind., extending MCA-TV's *Dr. Hudson's Secret Journal* to five markets by next May, through MacFarland, Aveyard & Co., Chicago, with addition of WNEM-TV Bay City, Mich., and WSPD-TV Toledo. Renewals include WTHI-TV Terre Haute, Ind.; WKZO-TV Kalamazoo and WWTV (TV) Cadillac, Mich., both Mich. Contracts for 52 weeks.

NETWORK NEW BUSINESS

Benrus Watch Co., N. Y., has signed to sponsor one-third of eight NBC-TV's *Caesar's Hour* (three out of four Sat., 9-10 p.m. EST), starting Feb. 9 and ending June 15. program now is on sold-out basis until June. Agency: Lennen & Newell, N. Y.

Ralston Purina Co. (new Purina Dog Chow), St. Louis, will sponsor NBC-TV's *Big Story* (Friday, 9:30-10 p.m. EST) three out of four Fridays on alternate weeks, starting March 8, selling out program through next year. Agency: Gardner Adv., St. Louis.

Royal Typewriter through Young & Rubicam, N. Y., expected to pick up half-hour portion of *Playhouse 90*, taking over from one of present advertisers, starting Feb. 14 to run through rest of season's cycle. Program is presented on CBS-TV, Thurs., 9:30-11 p.m. EST.

Paint Div., Pittsburgh Plate Glass Co., through Maxon Inc., N. Y., has signed for 15-minute Friday participation in CBS-TV's *Garry Moore Show.* Segment, scheduled 11-11:15 a.m., is on behalf of rubberized Wallhide and Sun-Proof paints.

Charles Pfizer Co. (animal feed, livestock-poultry remedies), N. Y., buys 29 five-minute segments on ABC Radio's *Breakfast Club*

IN FRESNO

AND THE RICH SAN JOAQUIN VALLEY

UHF BEATS VHF BETTER THAN 2 TO 1

Now eight months after the introduction of VHF competition into this formerly all-UHF television market, the Nov. 1956 ARB proves the audience flows with the shows and not to any one particular type of transmitting equipment. Habit and top programming again keep KJEO in a dominating first position with station B (also UHF) in second place and the VHF following the pack. (The three former surveys during this eight month period also showed the same UHF dominance).

NOVEMBER 1956 ARB SHOWS

KJEO CHANNEL 47 LEADS

MORNINGS AFTERNOONS & NIGHTS

HERE'S THE NOV. 15-21 ARB STATION SHARE OF SETS-IN-USE SUMMARY

	STATION C	STATION B	KJEO	Other
MONDAY THRU FRIDAY				
Sign-on to 9:00 AM	31.5	27.4	75.9	-
9:00 AM to 12:00 Noon	37.1	18.0	43.8	1.0
Sign-on to Noon	35.1	21.3	51.2	0.7
Noon to 3:00 PM	27.4	39.2	29.3	4.0
3:00 PM to 6:00 PM	19.5	28.3	46.1	6.1
Noon to 6:00 PM	22.2	32.1	40.3	5.4
6:00 PM to 9:00 PM	26.4	26.8	40.8	6.1
9:00 PM to Midnight	32.7	31.5	32.6	3.6
6:00 PM to Midnight	28.9	28.7	37.5	5.1
SATURDAY				
Sign-on to 6:00 PM	24.0	55.6	23.3	6.0
SUNDAY				
Sign-on to 6:00 PM	38.7	32.4	33.6	7.9
SUNDAY THRU SATURDAY				
6:00 PM to 9:00 PM	30.5	27.9	36.0	5.6
9:00 PM to Midnight	30.3	35.6	30.7	4.0
6:00 PM to Midnight	30.4	31.0	33.9	5.0
SIGN-ON TO SIGN-OFF	29.3	31.8	36.0	5.0

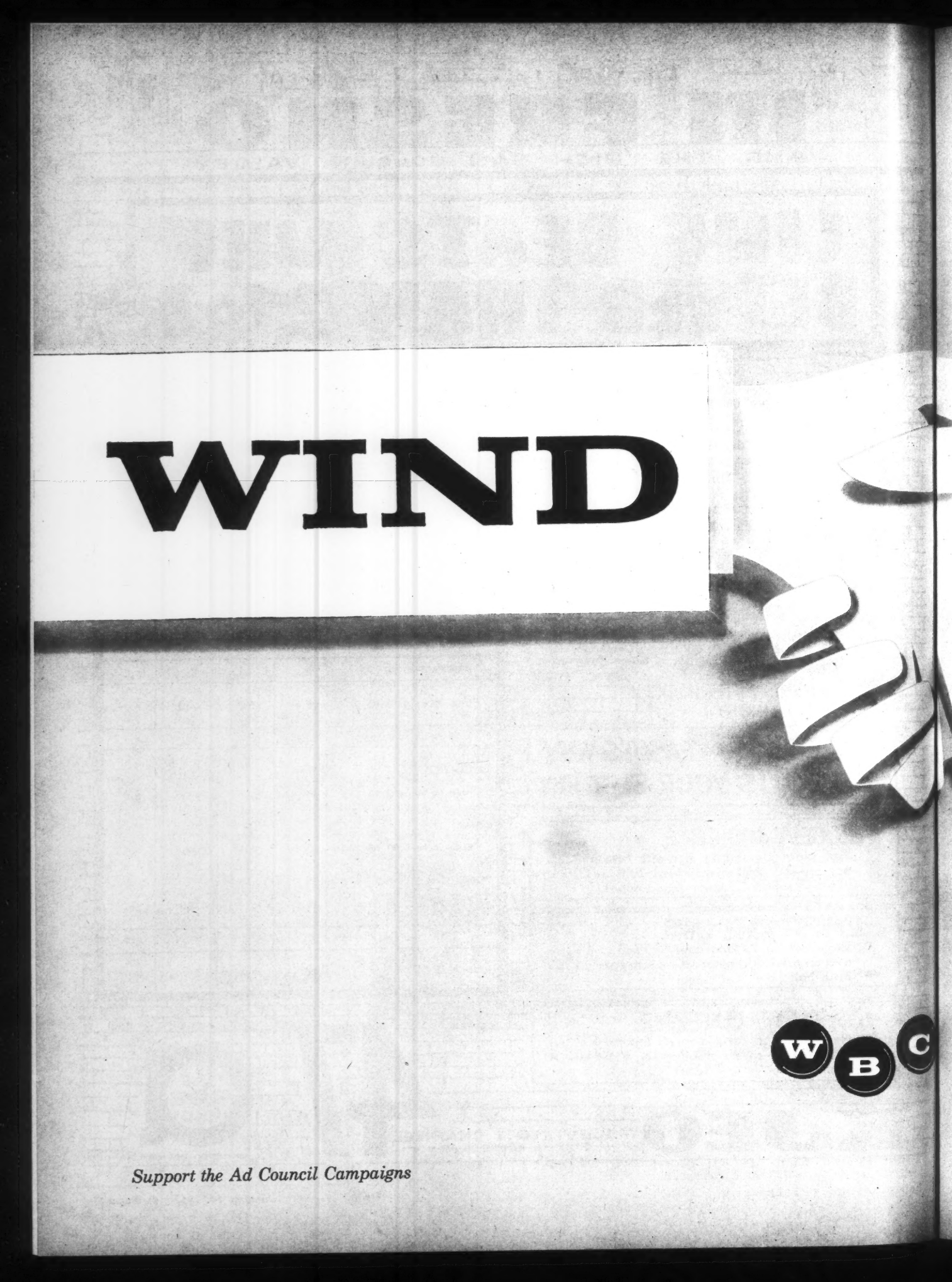
THREE BIG REASONS WHY KJEO IS YOUR BEST BUY

1 BIGGEST AUDIENCE
First place sign-on to sign-off! Fifteen KJEO non-network half hours rated 20.0 or better. (Station b had 5, station c had none).

2 LOWEST RATE CARD
Examine your S.R.D.S. carefully. You save up to $25 on a KJEO chainbreak—up to nearly $100 on a half hour.

3 COMPLETE COVERAGE
No station can cover more of this market, because KJEO covers it all, with a GRADE A signal.

KJEO TELEVISION CHANNEL 47 a abc television network



Support the Ad Council Campaigns

Now, it's official! Radio station WIND—Chicago's most listened-to, most-bought station—has joined Westinghouse Broadcasting Company, the nation's largest independent station-owner.

And, as WIND joins WBC, five great names in radio are added to the personalities who spark the bright new, all-local Music, News *and Service* formats on all WBC stations: Howard Miller, Milo Hamilton, Jack Quinlan, Gene Elston and Jay Trompeter.

Now, WBC radio and TV deliver top audiences in *seven* of America's great markets, all across the map.

Now, more than ever, no selling campaign is complete without the WBC stations. For further information, call A. W. "Bink" Dannenbaum, WBC VP-Sales, at MUrray Hill 7-0808, New York.

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO . . . **BOSTON-SPRINGFIELD,** WBZ+WBZA . . . **PITTSBURGH,** KDKA . . . **CLEVELAND,** KYW . . . **FORT WAYNE,** WOWO . . . **CHICAGO,** WIND . . . **PORTLAND, ORE.,** KEX

TELEVISION . . . **BOSTON,** WBZ-TV . . . **PITTSBURGH,** KDKA-TV . . . **CLEVELAND,** KYW-TV . . . **SAN FRANCISCO,** KPIX

WIND REPRESENTED BY A M RADIO SALES
KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

for 13 weeks starting Jan. 20. Agency: Leo Burnett Co. Chicago. Beltone Hearing Aid Co., Chicago, extends present contract to include four additional one-per-week announcements on same program beginning Jan. 17. Agency: Olian & Bronner Inc., Chicago.

NETWORK RENEWAL

Sweets Co. of America, Hoboken, N. J., has extended its current alternate-week quarter-hour sponsorship of NBC-TV's *Howdy Doody* (Sat., 10-10:30 a.m. EST) and *Cowboy Theater* (Sat., 11:30 a.m.-12:30 p.m. EST) for 26 weeks. Renewal contract, effective May 18, brings total gross value of Sweets Co. of America's recent daytime purchase to about $1.5 million. Agency: Henry Eisen Adv., N. Y.

A&A PEOPLE

James C. Robertson, Arndt, Preston, Chapin, Lamb & Keen, Phila., vice president-head of art department, elected to board of directors. **Norton J. Bond, Bernard T. Converse, Earle C. Thompson, Bertram A. Tunnell** and **Howard Ed Walpert,** all of account staff, also named directors.

David Kaigler, general manager, WPFH (TV) Wilmington, Del., to W. S. Roberts Inc., Phila., as vice president and account executive.

Television Programs of America, Inc. brings you your first ANNOUNCEMENT AD

DO-IT-YOURSELF ADVERTISING

with the complete materials on the opposite page, you can make up an advertising announcement for a success story series... a new television film program — America's first "Eastern" — from **tpa**

TIME REQUIRED: 14 seconds

Any advertising man or woman can put the campaign together in 10-15 seconds. Just tear out the opposite page, and separate it into four sections as perforated. Arrange the four sections which are lettered A so that they make up the first page of the announcement. Turn these same sections over, and they will form a second page.

Advertisement

"MOST MEMORABLE CHARACTER IN AMERICAN FICTION" NOW FOR TV

Television's first "Eastern", Hawkeye and the Last of the Mohicans, based on James Fenimore Cooper's famed Leatherstocking Tales, is the new action drama available to TV sponsors. Hawkeye, called by The Cambridge History of American Literature, *"the most memorable character American fiction has given to the world,"* faithfully recaptures for TV the melodrama of the early Eastern frontier days. It was filmed on location in authentic French-Indian war territory.

Heralded by amusement critics as having excellent "potential for all ages," (Billboard, December 22, 1956), Hawkeye and the Last of the Mohicans presents a hero who is known and loved by all ages, described by The Saturday Review as "the most famous character the world over, in American fiction." Because of the TV series' attention to historical detail and its adult scripting, it is critically acclaimed as all-family fare, "not a juvenile show, but a good show for youngsters."

It stars John Hart as Hawkeye and Lon Chaney as his faithful Mohican friend, Chingachgook, and is distributed by TPA (Television Programs of America, Inc.), 488 Madison Avenue, New York City.

Advertisement

TEAR THIS STRIP OFF

A TELEVISION PROGRAMS

39 half-hour television programs filme
War country now available locally to

LAST OF THE M

JOHN HART as HAWKEYE ★ LO

TEAR THIS STRIP OFF

OF AMERICA, INC., PRESENTATION

d in Canada in the original French and Indian
be shown for the very first time in any market.

OHICANS

N CHANEY as CHINGACHGOOK

Introducing television's
first "Eastern"
... jam-packed with all
the action of the overworked
"Westerns", but with the new adventure
and the fresh excitement

A

ON

A

of the Eastern frontier locale
. . . in one of the most tense
periods of American life . . .

in American fiction" **HAWKEYE**

TIME, JAMES FENIMORE COOPER'S

OHICANS

and LON CHANEY

WRITE, WIRE OR PHONE (smoke signals, sign language and tom-tom beating not acceptable)

tpa

TELEVISION PROGRAMS OF AMERICA, INC.

488 Madison Avenue • New York 22, N.Y. • PLaza 5-2100
Other offices in Chicago, Hollywood and principal cities.

A

featuring "the most memorable character

BASED ON AMERICA'S CLASSIC OF ALL

LAST OF THE M

starring JOHN HART

TO POW-WOW NOW...

iM

William Patten, Dancer-Fitzgerald-Sample, account executive, west coast office, **Betty**

MISS O'HARA

MR. DUNHAM

MR. PATTEN

O'Hara, head of Hollywood office, and **Lawrence D. Dunham,** account executive - merchandising manager, named vice presidents for firm's West Coast offices.

E. Thomas McBreen, director of mechanical production, and **L. H. Ingwensen,** art director, both with J. Walter Thompson, Chicago, elected vice presidents.

Val S. Bauman, general merchandising manager of National Tea Co., elected vice president in charge of national advertising and merchandising.

Robert Willemin, chief patent attorney for Whirlpool-Seeger Corp., elected secretary, succeeding **Edward C. Cudmore,** who continues as controller and assistant treasurer.

William F. Vincombe, advertising manager, C & C Super Corp., to Weiss & Geller, N. Y., as account executive.

W. F. McMahon, assistant general sales manager, Thomas J. Lipton (food products), Hoboken, N. J., named general sales manager, succeeded **by E. L. McMenamy,** general field supervisor. **O. J. Nickel,** assistant advertising director for Lipton, appointed general advertising manager.

Henry Peterson, former vice president-general manager of Olin-Mathieson Chemical Corp's Lentheric Div., which was sold last year to Helene Curtis Industries, to Grey Adv., N. Y., as business manager. Also new at Grey: **Catherine Z. Pitts,** former executive tv producer at William Esty Co., to tv production staff.

R. Allan Gardner, assistant director of advertising, Monsanto Chemical Co., St. Louis, to Young & Rubicam, N. Y., as account executive.

Wesley J. Loveman, 46, vice president-art director, Geyer Adv., N. Y., died Jan. 8 at North Shore Hospital, Port Washington, N. Y., after extended illness.

CUTTING A FINE FIGURE . . .

In Portland, Maine, Pulse area study Nov. 11-17
WCSH-TV LEADS 365 QUARTER HOURS TO 78

Yes, dependable Channel 6 improves
with age in full-time viewer acceptance.

Compare quarter-hour leadership figures of June (ARB) and November (Pulse) 1956.

Monday thru Friday		WCSH-TV	Sta. "B"
7:00 - 12 Noon	June	67.5	32.5
	Nov.	**85**	**15**
12 Noon - 6:00	June	85.5	34.5
	Nov.	**110**	**10**
Sunday thru Saturday	June	64	76
6:00 - 11:00 p.m.	**Nov.**	**105**	**34 (1 tie)**
Saturday			
10:45 - 6:00	June	18	11
9:30 - 6:00	**Nov.**	**27**	**6 (1 tie)**
Sunday			
11:30 - 6:00	June	24	0
12:00 - 6:00	**Nov.**	**16**	**8**

WCSH-TV

PORTLAND, MAINE

NBC Affiliate

channel 6

WEED - TELEVISION
Representatives

ONE WILL DO!

Just one station . . . WBNS Radio . . . will fatten your sales average in Columbus and Central Ohio. WBNS delivers the most listeners . . . twice as many as the next biggest station. The most and also the best. With 28 top Pulse-rated shows, WBNS puts push behind your sales program. To sell Central Ohio . . . you've got to buy WBNS Radio.

CBS FOR CENTRAL OHIO

Ask John Blair

The number one Pulse station covering 1,573,820 people with 2 Billion Dollars to spend.

WBNS radio
COLUMBUS, OHIO

FILM

Goodson-Todman Plans Entry Into Film Field

GOODSON-TODMAN Productions, New York, which has been exclusively in the live television packaging field until recently, last week announced plans for production of two half-hour and one one-hour tv film series. G-T's initial venture into the film field, centers around *The Web*, currently being produced in association with Screen Gems.

In line with the company's expansion into tv film activity, Bill Todman, partner, left New York for Hollywood last week for a two-week stay to iron out production and casting details on the one-hour *Landmark* (dramatizations around historical landmarks, such as Plymouth Rock) and the half-hour *Ethan Allen* and *Buckley* (adventurers of a sophisticated butler). Mr. Todman will confer with CBS-TV executives in Hollywood, according to a G-T spokesman, since both *Ethan Allen* and *Landmark* are planned as co-production projects with the network.

Tv-Movie News Service Firm Announced by Bruce Balaban

AS an outgrowth of the current high interest in feature films on television, Bruce Balaban, former tv film producer, last week announced the establishment of Tv-Movie News Service to provide stations free of charge with information and supplementary program materials on feature films and their stars. Mr. Balaban said he has "the closest cooperation" on the project of the major Hollywood studios.

Tv-Movie News Service will provide stations with background information on their own feature films libraries (stills, production notes), short films on current releases of major studios, records from current movies, information on feature films to be released each month so that stations can arrange for sale of spot time and for merchandising tie-ins.

Mr. Balaban has set up headquarters at 219 E. 44th St., New York, and will distribute his program materials through Modern Teleservice Inc. facilities in New York, Chicago and Los Angeles.

Falstaff Show in 71 Markets

FALSTAFF Brewing Corp., St. Louis, will begin sponsorship this month of MCA-TV's new half-hour film series, *State Trooper*, in 71 markets within the advertiser's distribution area. Dancer-Fitzgerald-Sample, according to MCA-TV, managed to clear 91% Class A time for the series despite "pre-emption of prime time by feature films and new network blockbusters."

Marx to MGM Tv Production Post

SAMUEL MARX, former 20th Century-Fox Tv executive, last week was named to the post of executive in charge of all tv production at Metro-Goldwyn-Mayer. He will report to Charles (Bud) Barry, vice president in charge of tv operation for MGM.

CBS Foundation Inc. News and Public Affairs Fellowships for 1957-1958

CBS Foundation Inc. announces the establishment at Columbia University in New York of a group of one-year CBS Foundation Fellowships, to begin in September 1957, for eligible persons engaged in news and public affairs in the radio and television field. The Fellows will have all University expenses paid and in addition will receive a stipend designed to cover living and other necessary costs during the fellowship year. Eight fellowships are offered for 1957-1958.

Purpose of the Fellowships

CBS Foundation Inc. has established the fellowships to offer a year of study for men and women engaged in Radio-TV news and public affairs who show promise of greater development and who seem most likely to benefit from the study year provided.

The fellowships make it possible for a holder to pursue credit or non-credit courses of his own choosing from the wide curriculum of Columbia University. The courses chosen should be those which, in the opinion of the Fellow and with the advice of a University representative, can contribute most advantageously to a broadening and strengthening of his background for continued work in news and public affairs. The courses would not, therefore, be limited to any general field; they might range across such varied fields as diplomatic history, economics, modern languages, Far Eastern affairs, political science, labor relations, nuclear science, etc.

In addition to the study program, CBS Foundation Fellows will meet from time to time as a group to hear invited speakers on subjects related to the news and public affairs field and to discuss these subjects with them; and they will be invited from time to time to observe and discuss news and public affairs programs and techniques at CBS Radio and CBS Television studios in New York.

The Fellowship Year

While Fellows will be expected to meet the attendance standards of the courses in which they enroll, no final examination or paper or report will be required. The year is intended to be one in which promising people can, through detachment from their routine work, find both formal and informal opportunities to build up their knowledge of particular subjects and, at the same time, increase their understanding of the potentialities of radio and television as media for news and public affairs programming.

The first year of the fellowships will be the academic year 1957-1958, starting in September 1957.

Address request for an application or other correspondence to:

WILLIAM C. ACKERMAN
Executive Director, CBS Foundation Inc.
485 Madison Avenue, New York 22, N. Y.

Applications must be received not later than March 1, 1957. The Selecting Committee will announce its selections about May 1, 1957.

Requirements for Applicants

1. Qualification in one of the following categories:
   - A. News and public affairs staff employes of (1) the CBS Radio Network and its six owned stations; (2) the 197 U.S. stations affiliated with CBS Radio, but not owned by it; (3) the CBS Television Network and its five owned stations; (4) the 184 U.S. stations affiliated with CBS Television, but not owned by it.
   - B. Regular members of the staffs of non-commercial radio and television stations licensed to colleges and universities who are engaged for a substantial portion of their time in news and public affairs programs.
   - C. Teachers of courses in radio and television news and public affairs techniques at colleges and universities.
2. A statement by the applicant's employer promising the applicant his present job, or an equivalent job, at the end of the fellowship year.
3. A statement covering the applicant's personal history; educational background; experience in news and public affairs; and the studies the applicant desires to pursue and the relation of these studies to work performed or contemplated.

The Selecting Committee (for 1957-1958)

On Behalf of the Public:

LEWIS W. DOUGLAS, *former American Ambassador to Great Britain; former Member of Congress and Director of the Budget; Chairman of the Board, Mutual Life Insurance Company of New York.*

JOSEPH E. JOHNSON, *President, Carnegie Endowment for International Peace; former Professor of History, Williams College; former officer of U. S. Department of State and adviser to U. S. delegations to the U. N.*

BYRON PRICE, *former Executive News Editor, Associated Press; Assistant Secretary-General, United Nations; U. S. Director of Censorship, World War II; awarded special Pulitzer citation for creation and administration of press and broadcasting wartime codes (1944).*

On Behalf of Columbia University:

DR. JACQUES BARZUN, *Dean of the Graduate Faculties*
DR. JOHN A. KROUT, *Vice President and Provost*

On Behalf of CBS Foundation Inc.:

SIG MICKELSON, *Vice President in Charge of News and Public Affairs, CBS, Inc., and a member of the Board of CBS Foundation Inc.*
EDWARD R. MURROW, *News and Public Affairs broadcaster*

The Selecting Committee will consider, among other factors, whether the stipend offered each applicant will be sufficient to meet living and other necessary expenses to the applicant. In cases where an applicant has above-average living expenses because of the size of family or above-average travel and transportation expenses because of the distance of his city or town from New York, consideration will be given to the possibility of a special allowance. All expenses at Columbia University (including tuition and special charges in connection with the fellowship program) will be paid in full for each Fellow.

N. Y. Film Producers Combine

ACQUISITION by Robert Lawrence Productions, New York, of Loucks & Norling Studios, New York, industrial film producers, was announced last week by Robert Lawrence, president of the firm bearing his name. The Lawrence organization specializes in the production of tv film commercials.

Mr. Lawrence said that the studios and production staffs will remain separate, with the consolidation only on the administrative level. Loucks & Norling, he added, has produced more than 1,000 industrial motion pictures over the past 30 years, and its 1956 clients included Bell Telephone, Reynolds Aluminum Co., Revere Copper & Brass, American Cyanamid and numerous government agencies.

Three New Offices for Schubert

ESTABLISHMENT of three regional offices in Dallas, Chicago and San Francisco to handle sales, distribution and promotion of *Tv Readers Digest, Topper, Mr. and Mrs. North* and other filmed programs, was announced last week by Bernard L. Schubert Inc., New York.

The Dallas office, at 9842 Webb Chapel Rd., will be headed by Ken Rowswell. Named as manager of the offices in Chicago (333 N. Michigan Ave.) and San Francisco (75 Casa Way) were John Nilson and Charles Morin.

FILM PEOPLE

Lester A. Weinrott, executive vice president in charge of sales at Kling Film Productions, Chicago, resigns effective Feb. 1. He plans to enter advertising agency field.

James E. Anderson, director of tv, Atlas Film Corp., N. Y., to Hal Roach Studios, same city, as midwest operations director for its commercial division.

MR. ANDERSON

Max Landow appointed head of Filmack Studios' tv production department in New York.

Irving Kleinfeld, formerly with editing and servicing departments, Sterling Tv Corp., N. Y., to Trans-Lux Tv Corp., same city, as sales service manager.

John B. O'Connor, audio-visual project supervisor, advertising & sales promotion department, General Electric Co., appointed national sales representative, Tele-Sessions Inc., affiliate of Theatre Network Tv Inc.

KFSA-TV
Ft. Smith
. . . the only SUCCESSFUL UHF in the Great Southwest
Yes . . . all the Ft. Smith trade area is a UHF market for KFSA-TV.
NBC-ABC
For choice availabilities contact—
KFSA-TV
or John E. Pearson Company
Ft. Smith
Affiliated Management
KFSA Radio
Ft. Smith Times-Record
Ft. Smith Southwest American

Weldon & Carr Changes Name, Alberts Joins as Associate

WELDON & CARR, Washington consulting engineer firm, has changed its name to L. H. Carr & Assoc. and added William S. Alberts as an associate member, according to Lester H. Carr. Mr. Alberts formerly was director of general engineering for Crosley Broadcasting Corp. He is a graduate of Ohio State U. and had been with Crosley for 22 years.

MR. ALBERTS

Mr. Carr said that James O. Weldon had withdrawn from the firm because of increased activity at Continental Electronics Manufacturing Co., Dallas, of which he is president and joint owner with Mr. Carr. Continental is engaged in the manufacture of superpower transmitters for communications, broadcasting and radar use.

Bellamy, Wiegers Form PR Firm

RICHARD K. BELLAMY, formerly with Kenyon & Eckhardt, New York, has joined Joseph P. Wiegers, head of his own public relations firm, to form a new public relations organization, the Wiegers-Bellamy Co., located at 24 W. 40th St., New York City.

Mr. Bellamy was with K&E from 1954 until the end of last year as associate director of the promotion department. Mr. Wiegers was with Macy Westchester papers, New York *World Telegram* and MacFadden Publications before he formed his own company.

Natl. Radio Reps Suspends

NATIONAL Radio Representatives, Div. of NRR Inc., Glen Falls, N. Y., has shut its doors after ten years of operation. Service to more than 400 radio station clients stopped as of Dec. 31, 1956, Frank A. Sause, general manager and co-owner of the firm announced. The organization specialized in regional sales campaigns throughout the country.

PROFESSIONAL SERVICES PEOPLE

Richard Borwick, Merle Colby and **Robert S. Cramer** became partners, Jan. 1, in Newmyer Associates, Washington, D. C., legal firm.

A. Quentin Orza Jr., executive staff of *Look* magazine, appointed head of creative department, Career Blazers (personnel agency), N. Y.

Gabe Sumner, formerly with publicity department of Paramount Pictures Corp., N. Y., has formed Gabe Sumner Assoc., publicity and public relations firm specializing in radio-tv and industrial accounts. Address: 200 W. 57th St., New York. Telephone: Circle 5-7922.

Talk About Daytime Audience Dominance

KCRA·TV Has More Adult Daytime Viewers Than All Competing Stations COMBINED!

63.6%

ARB Share of Audience*
Sign-on to 5 p. m., Monday-Friday
Daytime Adult Viewing Hours
(Avg. Sets in Use: 15.1)

From 7 a. m. to 5 p. m. *Clear Channel* 3 has 190 quarter-hour "firsts" out of a possible 200. In Share of Audience, KCRA-TV has more than twice that of the second station:

	Sign-on To Noon	Noon-5 p. m.	Avg. Daytime Share Audience
KCRA-TV	60.0%	67.2%	63.6%
Station "B"	37.7%	18.0%	27.9%
Station "C"	1.3%	3.1%	2.8%
Station "D"	———	13.9%	13.9%

(On Air at 2 p.m.)

KCRA-TV has 21.3% more audience than the second station in the big Sacramento TV Market from Sign-on to Signoff, Sunday through Saturday:

	Total Share of Audience
KCRA-TV	43.8%
Station "B"	36.1%
Station "C"	12.9%
Station "D"	9.2%

Call Petry for more information about The *Highest Rated* NBC Station in the West

*All figures from Sacramento Television Audience. ARB: November 15-21, 1956

KCRA·TV

CLEAR 3 CHANNEL

SERVING 28 NORTHERN CALIFORNIA AND NEVADA COUNTIES

Sacramento, California

RADIO-TV STILL HIGH ON AGENDA AS 85TH CONGRESS CONVENES

TWO bills of interest to or affecting broadcasters and the FCC were part of a four-bill package introduced last week by Chairman Emanuel Celler (D-N. Y.) of the House Antitrust Subcommittee, which held hearings in the last Congress in a hunt for alleged monopoly among networks.

HR 2142, called by Rep. Celler the "Primacy of Free Enterprise Bill," would amend the Sherman Antitrust Act by inserting a "declaration of policy" aimed chiefly against government regulatory agencies, which, Rep. Celler says, have made ruling and decisions which have "unduly expanded exemptions from the antitrust law." The courts, he said, have "withheld their powers in these cases out of deference to superior technical experience, commonly referred to as 'expertise,' of the regulatory agencies."

The bill, identical to HR 9762 introduced by Rep. Celler in the 84th Congress, held new significance to broadcasters because of the subcommittee's hearings through last year up into September and testimony regarding the respective jurisdictions and roles of the FCC and the Justice Dept. in enforcing the antitrust laws, and especially since the Antitrust Division has brought an antitrust suit against RCA-NBC for a transaction approved earlier by the FCC.

The question of whether an FCC decision might preclude subsequent action unfavorable to the decision by the Justice Dept.'s Antitrust Division was brought up at hearings last year by both the House Antitrust Subcommittee and the Senate Interstate & Foreign Commerce Committee, with both the FCC and the Antitrust Division testifying on the subject.

Rep. Celler's second bill, HR 2141, would exempt from income taxes all amounts recovered, in excess of damages sustained, from suits arising under the Clayton Act, including pending suits. This means a private litigant, who is entitled to treble damages when injured in business or property by a person or firm in violation of the antitrust laws, would not have to pay income taxes on two-thirds of the amount recovered.

Among pending suits to which this bill would apply, if enacted, is the suit by the Songwriters of America, a group of 33 members of ASCAP who in November 1953 asked $150 million damages and disposal of broadcast-owned stock in Broadcast Music Inc., charging broadcasters with entering into a conspiracy to keep all but BMI music off the air [B•T, Nov. 16, 1953].

Rep. Celler's "Primacy of Free Enterprise Bill" declared that it is the U. S. policy that all government officials and agencies shall discharge their statutory responsibilities in a manner to give maximum effect to the policy of free private enterprise embodied in the antitrust laws.

No agency authorized to approve arrangements involving exemption from antitrust laws shall approve such an exemption unless the agency finds it impracticable to discharge its statutory responsibilities in a manner consistent with the antitrust laws, the bill states.

Where Congress has authorized an agency to "restrict entry into an industry," the agency shall use its authority in a way to give maximum effect to antitrust law objectives, it continues. The declaration concludes:

"Unless any provision of law expressly provides otherwise, no proceeding instituted by the United States in the courts of the United States charging violation of the antitrust laws shall be barred or stayed for the reason that any official, agency, board, or commission has jurisdiction or is exercising jurisdication over some or all of the activities included in the alleged antitrust violation."

Justice Dept. Antitrust heads have testified both before the Celler subcommittee and the Senate Commerce Committee that the department is restricted to some extent in enforcing the antitrust laws by the FCC's decisions [B•T, Sept. 24, March 5, 1956].

RCA-NBC has answered the Justice Dept.'s civil antitrust suit on the Westinghouse Broadcasting Co.-NBC Cleveland-Philadelphia radio-tv stations swap by saying that RCA-NBC should not be prosecuted because the transaction was approved by the FCC [B•T, Dec. 10, 1956].

The FCC, in a letter to the Senate Commerce Committee revealed last week (see story page 68), said the Commission takes the stand that its grants in the broadcast field do not insulate such transactions "from further challenge by the (Justice) Department under the antitrust laws," although FCC admits certain "rulemaking powers" authorizing certain activities "might make the successful prosecution of such an action more difficult."

Seeks A Guide

In discussing the bill, Rep. Celler said its purpose "is to establish a guide for administrative agencies, regulatory bodies and the courts in the exercise of their powers over business and arrangements involving exemptions from the antitrust laws. It creates a presumption in favor of free enterprise which will assure that our antitrust policy favoring competition is not subordinated unless this is found necessary to attain other objectives established by Congress. The bill makes it clear that Congress, in authorizing administrative bodies to regulate business and industry, intended such regulation to supplement and not to supersede our system of free competitive enterprise.

"Rulings by administrative bodies and judicial decisions have unduly expanded authorized exemptions from the antitrust laws," he added.

Rep. Celler said courts have declined to give relief against "allegedly unlawful restraints of trade" under the doctrine of "primary jurisdiction," where agencies have been given authority to approve "some or all of the activities challenged as illegal," with the result that the Attorney General "has been ousted from his prescribed duty to enforce the antitrust laws." In regulated industries, he said, business firms involved in activities illegal under antitrust laws have been given "a greater immunity than intended by Congress."

Bills Affecting Broadcasters Re-Introduced During Week

BILLS and resolutions which affect broadcasters, and which have been introduced in the 84th or previous Congresses, were reintroduced last week among the thousands of bills which hit the legislative hopper as the new 85th Congress went into gear.

Below, in capsule form, are bills of broadcast interest:

HR 265, Rep. Kenneth Keating (R-N. Y.) —Prohibit broadcasts of gambling or lottery information. Identical to House and Senate bills introduced in 84th Congress.

HR 284, Rep. Kenneth Keating (R-N. Y.) —Prohibit simultaneous broadcasting of horse racing on a regular basis, allowing broadcasts of such races only as special events, but allow broadcasts of one race per day on a delayed basis. Similar to House and Senate bills introduced in 84th Congress.

HR 369, HR 370, Rep. Joseph P. O'Hara (R-Minn.)—Amend the Daylight Saving Time Act to prohibit the use of any but Standard Time throughout all time zones and to make Standard Time the measure of time for business in interstate and foreign commerce. Identical to his HR 6721 and HR 5341 respectively, 84th Congress.

HR 586, Rep. Emanuel Celler (D-N. Y.) —Prohibit charging of a fee to view telecasts in the home (pay tv). Identical to his HR 6899, 84th Congress.

HR 1913, Rep. E. Y. Berry (R-S. D.)— Require the FCC to license tv booster facilities and vhf tv translators. Identical to his HR 10,944, 84th Congress.

HR 2013, Rep. Carroll D. Kearns (R-Pa.) —Reduce the federal excise tax from 10% to 5% on tv sets capable of receiving 50 or more uhf channels. Identical to his HR 10,424, 84th Congress.

HR 2225, Rep. Don Magnuson (D-Wash.) —Identical to HR 1913 above and to Rep. Magnuson's HR 10,944, 84th Congress.

HR 2242, Rep. Tom Steed (D-Okla.)— Authorize auxiliary network of "ham" radio operations for military radio operations. Identical to his HR 11,278, 84th Congress.

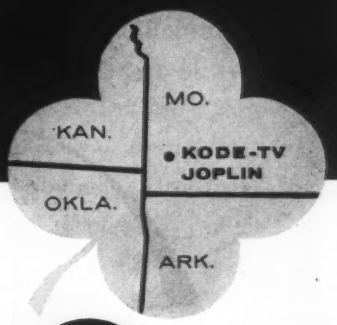
H Res 22 and 84, Rep. Emanuel Celler (D-N. Y.)—Authorize House Judiciary Committee to conduct investigations and studies for 1957 and provide $200,000 for that purpose. (House Antitrust Subcommittee spent about $50,000 in its probes last year, including hearings on alleged monopoly among tv networks.)

H Res 26, Rep. Isidore Dollinger (D-N. Y.)—Authorize House Interstate & Foreign Commerce Committee to conduct "full and complete investigation and study" of "false, fraudulent, misleading and deceptive advertising" on radio-tv. Similar to his H

you'll be in
4-leaf clover
when you buy
the new

KODE TV

JOPLIN, MO.



NEW NAME – From KSWM-TV to KODE-TV, effective January 1, 1957.

NEW MANAGEMENT—Now affiliated with The Friendly Group, headed by Jack N. Berkman and John J. Laux of Steubenville, Ohio. New Vice President and General Manager is Harry Burke, former Vice President and General Manager of KFAB, Omaha, Nebraska.

HIGHER TOWER – 710 ft. above average terrain – 22% higher than any other station in KODE's 4-state coverage area.

HIGHER POWER – 316,000 watts of designed power – 71,000 watts more than any other station in this growing 4-state market. Covering 166,705 TV homes – out of range of "big-city" television. ½ billion dollar income.

HARRY BURKE

KANSAS 12 KODE TV OKLAHOMA MISSOURI ARKANSAS

you'll have more luck with

KODE-TV JOPLIN, MO. **CBS-ABC**

FORMERLY KSWM-TV

Harry Burke, Vice President and General Manager

A member of The Friendly Group

WSTV-TV & AM, Steubenville, Ohio • **WBMS**, Boston, Mass. • **KODE-TV & AM**, Joplin, Mo. • **WPIT**, Pittsburgh, Penna.
Rod Gibson, National Sales Manager • 720 Fifth Avenue, New York • JUdson 6-5536

Res 127, 84th Congress [B•T, Feb. 7, 1955]. Rep. Dollinger said last week he introduced proposal in 1955 because of wide publicity given to such practices at that time and that he re-introduced the resolution this time in hopes the committee can determine the current status of fraudulent radio-tv advertising.

H Res 31 and 32, Rep. Martha W. Griffiths (D-Mich.)—Lift ban in House on radio-tv access to House chamber proceedings and House committee hearings, respectively. Identical to her H Res 449 and 450, 84th Congress.

S 167, Sen. Russell B. Long (D-La.)—Authorize a $7 excise tax credit on tv sets which receive all uhf channels. Identical to his S 1898, 84th Congress.

S 376, Sen. John W. Bricker (R-Ohio)—Provide for FCC regulation of radio and tv networks. Identical to his S 825, 84th Congress.

S 426, Sen. Thomas C. Hennings Jr. (D-Mo.)—Revise upward the legal limit of money political candidates may spend in election campaigns. Identical to his S 636, 84th Congress.

S Res 26, Sen. John O. Pastore (D-R. I.) for Sen. Warren G. Magnuson (D-Wash.)—Authorize Senate Interstate & Foreign Commerce Committee to conduct investigations, including the continuance of its probe of tv networks and uhf-vhf allocation problems, with funds of $250,000.

Investigation of Boxing Proposed by Rep. Lane

A PROPOSAL that the House Judiciary Committee investigate boxing to determine if the sport has been taken over by persons in the illegal narcotics trade and racketeering was made last week by Rep. Thomas J. Lane (D-Mass.).

Rep. Lane's resolution (H Res 45) asked that the committee determine, among other things, "whether or not the people of the United States are being denied the viewing of boxing matches on television by unreasonable restraint." The resolution must clear the House Rules Committee.

Measures Proposes Ending Hotel Music Royalty Fees

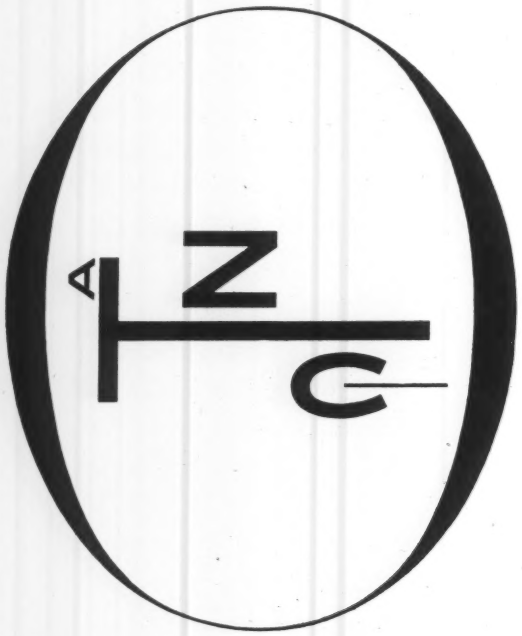
THE reception of radio and tv programs and the playing of phonograph records in hotels would not be considered "performance for profit" under the provisions of a bill (HR 673) introduced last week by Rep. Robert Hale (D-Me.). This would exempt such performances from royalty fees.

Rep. Hale's staff said he had received complaints from rural resort hotels in his state that they are undergoing hardships by the requirement that they pay royalties for such broadcasts and performances.

Sen. Hennings Would Amend Law Enacted in Year 1789

FEDERAL executive departments which want to keep information from the public by leaning on a law originally enacted in 1789 will have to get another leg to stand on if Sen. Thomas C. Hennings Jr. (D-Mo.) and Rep. John E. Moss (D-Calif.) have their way.

Both announced last week that they are introducing bills to amend Title 5, United States Code, Sec. 22, which gives authority to the head of each federal executive department to prescribe rules for the "custody, use and preservation" of official records. They also intend to introduce bills to revise Title 5, U. S. Code, Sec. 1002, the public information section of the Administrative Procedure Act, which, Rep. Moss says "many federal agencies have claimed as



February 13th at the Waldorf-Astoria

added authority to restrict information." The American Bar Assn. has been preparing such an amendment, it was understood.

Sen. Hennings is chairman of the Senate Constitutional Rights Subcommittee and Rep. Moss heads the Public Information Subcommittee of the House Government Operations Committee.

Sen. Hennings said executive departments have cited the 1789 law in keeping secret information "to which we believe the people are entitled." The law would be amended to read: "This section does not authorize withholding information from the public or limiting the availability of records to the public." Thus, he said, executive heads would have to seek other statutory warrant or presidential directives of "indisputable constitutionality" to continue withholding information, if the bills are enacted.

Rep. Moss said Reps. Dante B. Fascell (D-Fla.) and Clare Hoffman (R-Mich.), the two other subcommittee members, and Rep. William L. Dawson (D-Ill.), parent committee chairman, will offer similar bills.

SENATE COMMITTEE ASSIGNMENTS MADE

- **Two new to Magnuson group**
- **Mrs. Hobby likely addition**

FOUR shifts were made in the membership of the Senate Interstate & Foreign Commerce Committee last week as the Senate gave senators their committee assignments.

SEN. LAUSCHE

Freshman Sen. Frank J. Lausche, (D-Ohio), former governor, was appointed to fill a vacancy created when Sen. Sam J. Ervin Jr. (D-N. C.) gave up his membership for a berth on the Senate Judiciary Committee.

Sen. Norris Cotton (R-N. H.) was appointed to fill the GOP vacancy created by the defeat of Sen. James H. Duff (R-Pa.).

Sen. Strom Thurmond (D-S. C.), a former member of the committee, returned to fill the vacancy created by Sen. Thomas A. Wofford (D-S. C.). Sen. Thurmond was elected Nov. 2, 1954, on a write-in vote to fill an unexpired term ending Jan. 3, 1961. He resigned last year to seek the seat as a regular candidate in the 1956 elections. Sen. Wofford was appointed to fill the vacancy and did not seek the seat in 1956.

Sen. Lausche has served five two-year terms as Ohio governor (1945-46 and 1949-56), was mayor of Cleveland for two terms (1941-44) and served in the thirties as a municipal court judge and common pleas court judge. He served as chairman of the Governor's Conference. Popular with both Democrats and Republicans in Ohio, he is considered a conservative and there was talk up to Jan. 3 that he might vote with Republicans to organize the Senate.

Sen. Cotton was elected to the Senate in

Pat delivers in person...

Not by mail. Pat Lattanzi never mails answers to questions. He takes them around himself—*right away*. Availabilities; market information; local tie-in ideas—never by mail, always in person. Why? Simply because Pat really wants to be of help. He's bought time himself and he knows how *important* good service can be. Plus ideas. Ideas supported by all the information regarding Burke-Stuart station rates and coverage; information that is absolutely accurate with never a misleading or exaggerated claim. No wonder Pat Lattanzi is a candid camera fan. His hobby is making true-to-life pictures, pictures that clearly reflect human interest. Maybe that's one of the reasons why Pat is never at a loss for ideas—thoughts that are honest, human, and helpful. Why not put your questions to Pat? You can be sure he'll try his best for the answers that will help. Our phone is PL 1-4646. If Pat is away from his desk at the moment, ask for our President, Ted Oberfelder. He'll be glad to pinch-hit.

BURKE-STUART CO., INC.

Radio and Television Station Representatives

60 East 56 Street, New York 22, New York

Chicago • Detroit • Los Angeles • San Francisco

Representing, among others: WCFL, Chicago, Illinois, WAKR & VAKR-TV, Akron, Ohio, WIVY, Jacksonville, Florida, WINS, N. Y.

1954 to complete the unexpired term ending Jan. 3, 1957, of the late Sen. Charles W. Tobey (R-N. H.), who was head of the Senate Commerce Committee, upon his death in July 1953. Sen. Cotton was re-elected last November. Before entering the Senate, he

SEN. THURMOND SEN. COTTON

served four terms in the House (1947-54) and earlier was a member of the New Hampshire House of Representatives where he served one term as majority leader and one as speaker. He also has served as secretary to a U. S. senator, prosecuting attorney, municipal court justice and clerk of the state senate.

Sen. Warren G. Magnuson (D.-Wash.) remained as chairman and Sen. John W. Bricker (R-Ohio), chairman in the 83d Congress, as ranking Republican.

No date had been set last week for the committee's first meeting.

Others, all members in the 84th Congress:

Democrats: Sens. John O. Pastore (R. I.), chairman of the Communications Subcommittee, and A. S. Mike Monroney (Okla.), George A. Smathers (Fla.), Price Daniel (Tex.) and Alan Bible (Nev.).

Republicans: Sens. Andrew F. Schoeppel (Kan.), John M. Butler (Md.), Charles E. Potter (Mich.), William A. Purtell (Conn.) and Frederick G. Payne (Me.).

An additional Democratic vacancy will be created on the committee tomorrow (Tuesday) upon the resignation of Sen. Daniel to become governor of Texas. He won the office in the 1956 elections.

It has been understood present Gov. Allan Shivers, before leaving office, will make an appointment to fill the vacant Senate seat until an election sometime in the spring. It also was understood Mrs. Oveta Culp Hobby, broadcaster-publisher with her husband W. P. Hobby (*Houston Post*-KPRC-AM-FM-TV Houston), was slated to be the Shivers appointee. She was wartime commander of the Women's Army Corps (WAC) and was the first Secretary of Health, Education & Welfare. It is uncertain whether she would be appointed to the Senate Commerce Committee vacancy.

SCHARFELD PLOTS WAY OUT OF SEC. 315 MUDDLE

A WAY OUT of what broadcasters consider to be the lamentable Sec. 315 muddle—at least as it concerns presidential elections—was suggested last week by Arthur W. Scharfeld, a partner in the Washington communications law firm of Scharfeld & Baron.

Mr. Scharfeld's suggestion was a paragon of simplicity when compared to the numerous other measures which have been offered in Congress to alleviate the rigidity imposed by the "equal political time" requirements of Sec. 315.

Why not, Mr. Scharfeld wrote the Special House Campaign Expenditures Committee, amend the present Sec. 315 (a) of the Communications Act to define a "legally qualified candidate" as one subject to the direct vote of the electorate?

"This would, of course, exclude presidential elections from the direct impact of Sec. 315 (a) since the President is selected by the electoral college rather than by the direct vote of the electorate," Mr. Scharfeld said. He continued:

"While presidential campaigns are undoubtedly the most important single campaign of all, they constitute the greatest problem under Sec. 315 (a) of the Communications Act because of the so-called fringe or splinter-party candidates. Direct application of Sec. 315 (a) leads to the absurd result of requiring broadcast time for every minor, self-appointed or even lunatic fringe candidate with the resulting restriction on the time made available to the major candidates."

To exclude presidential campaigns from Sec. 315 would not relieve broadcasters of their responsibility to provide a fair and balanced presentation of controversial issues, Mr. Scharfeld declared. As such issues are presented during presidential campaigns, nominees for President could call on stations for use of their facilities, with stations determining to whom they would have to give time under the public interest mandate of the Communications Act. Stations would follow the policy established by the FCC through decisions and "policy-making investigation and report." This would give ample assurance of full discussion of public issues in presidential campaigns, Mr. Scharfeld said.

The Washington attorney even felt Sec. 315 (a) *could* be "administratively and judicially interpreted to exclude presidential 'candidates'," but thought it seems "expedient" at present to accomplish the result by amending the law.

It was Mr. Scharfeld's opinion that there is no expression on record of congressional intentions regarding applicability of Sec. 315 (a), or its prototype, Sec. 18 of the Radio Act of 1927.

He felt that although it could be maintained Congress was aware from the beginning that party nominees are not actually "candidates" and that Sec. 315 applies only to candidates elected by direct vote, it is "unlikely" that the FCC or the courts would interpret it that way at "this late date" because such an interpretation apparently has not been urged since the Communications Act was adopted in 1934.

Rep. Harris Named New Chairman Of House Commerce Committee

DEMOCRATIC members of the House Interstate & Foreign Commerce Committee were appointed last week, but Republican appointments were not made.

As expected, Rep. Oren Harris (D-Ark.) succeeded the late Rep. J. Percy Priest (D.-Tenn.) as chairman. Whether Rep. Harris also will retain his chairmanship of the group's Transportation & Communications Subcommittee was not announced. He headed the subcommittee in the 84th Congress and is known as a congressional expert on broadcast legislation.

REP. HARRIS

The committee's next-ranking Democrat, Rep. John Bell Williams (Miss.), who presided at some of the subcommittee's sessions on broadcast matters in the 84th Congress as next-ranking Democrat on that unit, would be the most likely choice to head the subcommittee in the event Rep. Harris does not take the post.

Six additional Democrats were appointed to the full committee, bringing the Democratic membership to 18 with the 12 holdovers who served in the 84th Congress, an increase of one over the 17 Democrats who served in 1955-56. GOP will name 15.

The new Democratic committee members are George M. Rhodes (Pa.), John Jarman (Okla.), Leo W. O'Brien (N. Y.), John E. Moss Jr. (Calif.), John D. Dingell (Mich.) and J. Carlton Loser (Tenn.). Rep. Loser filled the 5th District seat vacated by the death of Rep. Priest. Rep. O'Brien holds radio-tv broadcast interests [B•T, Jan. 7].

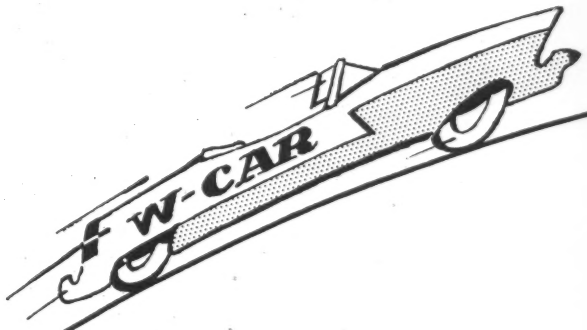
The Democratic holdovers: Reps. Harris, Williams, Peter F. Mack Jr. (Ill.), Kenneth A. Roberts (Ala.), Morgan M. Moulder (Mo.), Harley O. Staggers (W. Va.), Isidore Dollinger (N. Y.), Walter Rogers (Tex.), Martin Dies (Tex.), Samuel N. Friedel (Md.), John J. Flynt (Ga.) and Torbert H. MacDonald (Mass.).

FCC Names Miller Conelrad Head; Sloane Succeeds as Bartley Aid

THE FCC last week announced the appointment of Kenneth W. Miller, engineering assistant to Comr. Robert T. Bartley, as U. S. supervisor of Conelrad, effective Feb. 15. He will succeed Ralph J. Renton, whose promotion to FCC assistant chief engineer was announced last November [B•T, Dec. 3, 1957].

Mr. Miller will be succeeded on Comr. Bartley's staff by Horace E. Sloane, assistant chief in charge of engineering for the Office of Opinions and Reviews.

Both Mr. Miller and Mr. Sloane joined the FCC in 1940. Mr. Miller took time out for war service and rejoined the Commission in 1946.



"RADIO DETROIT—

—W-CAR"

is pleased to announce the

appointment of

A M Radio Sales

as

exclusive national representative

W-CAR thus proudly joins the distinguished list of select stations in major U. S. markets represented by AM Radio Sales.

w-CAR . . . Detroit . . . 1130 KC

10,000 WATTS Now
50,000 WATTS Soon

THE "EYES" HAVE IT!

Here are the results of another election with fourteen counties reporting.

WREX-TV wins with a tremendous plurality. Here is the vote.

14-COUNTY PULSE SURVEY
SEPTEMBER, 1956

All 53 of the top 53
Programs are on WREX-TV

63 of the top 65
Programs are on WREX-TV

•

COMPARATIVE QUARTER HOUR RATINGS

WREX-TV-440 Quarter Hours or 100%

STATION B—0 Quarter Hours or 0%

Serving over a Quarter Million T-V Sets

•

WREX-TV Dominates all Quarter Hour Periods Sunday thru Saturday 8:00 A.M. — Midnight

This unanimously re-elects WREX-TV as the No. 1 TV buy in a billion-dollar market.

Get on a bandwagon full of sales . . . in the next-to-the-biggest Illinois market.

WREX-TV
channel 13
ROCKFORD, ILLINOIS
CBS-ABC AFFILIATIONS
telecasting in color
REPRESENTED BY
H-R TELEVISION, INC.

FTC, AFTER 'TRIAL' MONITORING, GETS AGENTS SET FOR REAL THING

- **Staff of 125 investigators will comb U. S. commercials**
- **Object: To spot fraud, crack down on misleading ads**

THE Federal Trade Commission has completed a month of "trial and error" monitoring of radio and tv commercials in three geographical regions. It now is working out instructions for its 125 attorney-investigators in eight regional offices in preparation for the "imminent" inauguration of the monitoring system on a nationwide basis.

MR. SCOTT

T. Harold Scott, who heads the FTC monitoring unit as legal adviser and assistant for radio-tv advertising to the chief project attorney, Sherman Hill, declined to reveal the three FTC regional offices where the trial monitoring setup has been in operation a month. But he indicated results have been so satisfactory that it "soon" will be put into operation in all eight regional offices.

Concurrently with the FTC's revelation last week that it has had the trial system in operation, Harry Babcock, director of the agency's Bureau of Investigation, served notice that the Commission is not going off half-cocked.

"The principal monitoring will be done by the public," he explained.

Mr. Scott said that during the trial period most of the stations which have been monitored are those that have carried commercials which were the subject of complaints from listeners and viewers. This is the policy the FTC intends to follow when monitoring goes into full nationwide operation, he emphasized.

Complaints to the FTC about false, misleading and deceptive radio-tv commercials have increased "very substantially" since creation of the commission's new monitoring plan has been publicized, Mr. Scott said. The radio-tv unit was set up in the FTC last October [B•T, Oct. 15, 1956] after criticism of deceptive radio-tv advertising arose last year on Capitol Hill and among other high-placed government officials.

The matter came up at one point last year during the Senate Interstate & Foreign Commerce Committee's hearings on uhf-vhf allocations problems, when several senators criticized radio-tv commercials [B•T, Feb. 27, 1956]. Sen. Warren G. Magnuson (D-Wash.), chairman of the committee, was instrumental in restoring a $100,000 cut from the FTC fiscal 1957 budget in his capacity as chairman of a Senate appropriations subcommittee with jurisdiction over funds for independent federal agencies and commissions. The latter group restored the $100,000 and it was approved by the House and Senate with the understanding that the FTC would increase its monitoring of radio-tv advertising.

Mr. Scott, in describing last week the FTC monitoring plan soon to be put into operation, declined to reveal the number of stations or cities where the FTC has carried out its monitoring. He also refused to elaborate on the total number of commercials which have been monitored and the total number of complaints the FTC has received.

How FTC Will Monitor

The monitoring system works like this:

Mr. Scott, as head of the monitoring unit, assigns each of the FTC's regional offices a specified number (undisclosed) of listener or viewer monitoring hours monthly. The attorney in charge of each regional office makes individual assignments to attorney-investigators on his staff. There are a total of 125 attorney-investigators in regional offices available for this work in addition to their other duties.

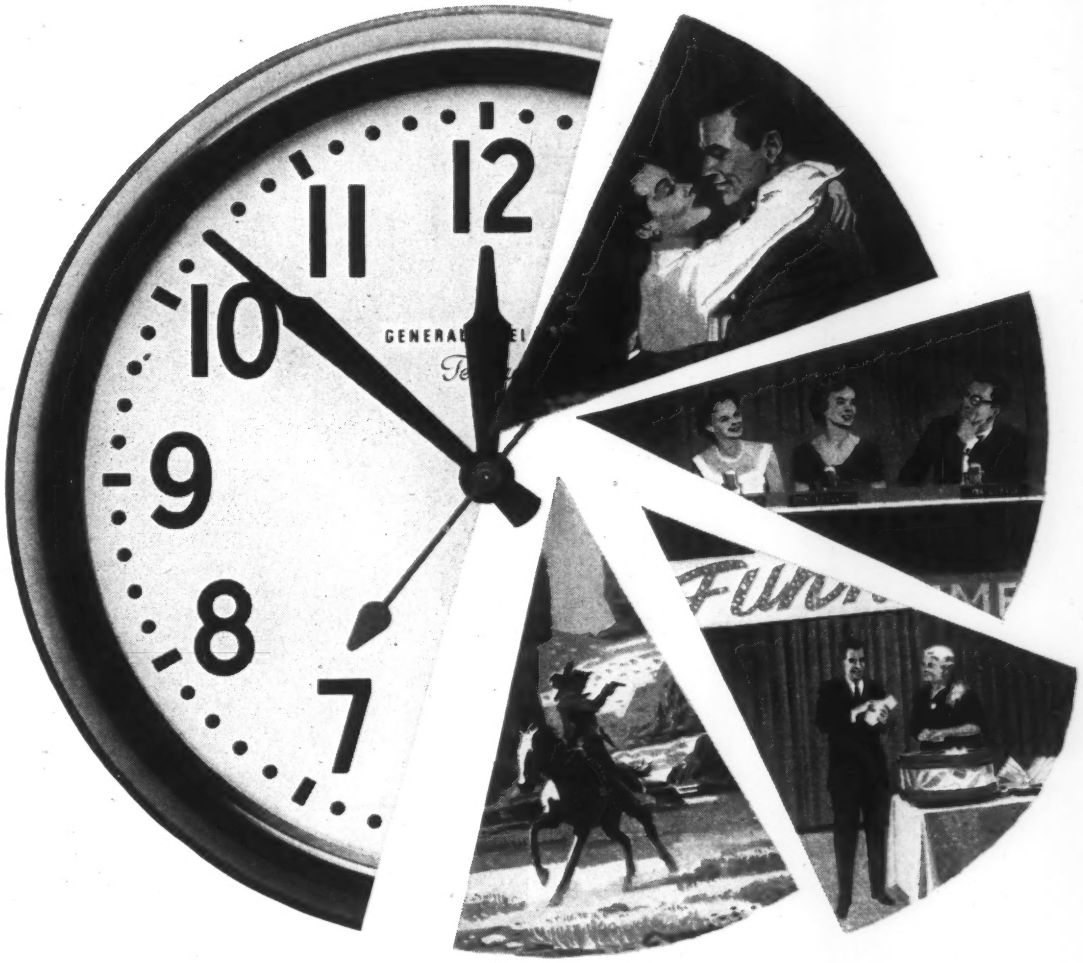
These attorney-investigators, in the course of their visits to cities in the respective region on investigative business, put in time, not otherwise taken up, in monitoring local radio and tv stations that have carried commercials about which complaints have been made. Normally, an attorney-investigator will not make a special trip to a city for the sole purpose of monitoring there unless there has been an excess of complaints about the commercials of one or more stations in that city, according to Mr. Scott, who added that in such cases "time is of the essence."

The attorney-investigator not only checks the allegedly offensive commercial, but also other commercials on the same station.

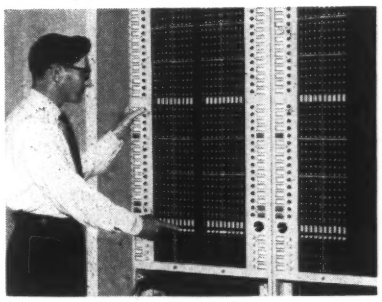
He records the commercial both in the case of a radio and a tv station. He then records his own lead-in to the commercial, identifying the station, time and other pertinent information. He forwards the recorded evidence to Mr. Scott's office in Washington, together with a written report.

In the case of the video portion of each tv commercial, he writes his impression of whether he feels visual deception has been used, describing the allegedly visual deceptive technique.

Mr. Scott noted that the FTC feels the audio portions of some tv commercials are perfectly proper, but in the video portion deceptive advertisers employ visual techniques that are questionable. As an example, he cited the unfavorable comparison of other products with the advertised product through appearance, demonstrations of performance or use and other techniques. Thus, he indicated, while the script for a tv commer-



Latest Bell System control units speed accurate network switching



New Bell System control unit permits network switches to be set up and double-checked in advance.

Network switches can be set up *in advance* and double-checked, thanks to new Bell System control units.

Ten or 15 minutes before actual switching time, buttons representing incoming and outgoing circuits are punched on the control panel. Then, at the appointed split second, one master button is pushed and all switches are performed at once.

The first new operating center utilizing the control unit began operation in Chicago during the summer of 1956, followed by similar installations in Los Angeles and New York. In the near future, operating centers will be added in Des Moines, Dallas and Washington, D. C.

This development, which makes switching faster and more accurate, is another example of how the Bell System is constantly finding new and better ways to serve the broadcasting industry.

BELL TELEPHONE SYSTEM

Providing intercity channels for network radio and television throughout the nation

WE
HEARTILY
RECOMMEND
AND
ENDORSE

Carolyn Sholdar Associates

30 PARK AVENUE, NEW YORK 16, N.Y.

WTTV
CHANNEL 4

INDIANAPOLIS–BLOOMINGTON, INDIANA

A Division of Sarkes Tarzian, Inc.

cial may be harmless the visual part is deceptive or misleading.

Reports on all commercials recorded, whether the regional office considers them questionable or not, are forwarded to the radio-tv unit in Washington. Here they are re-examined and those felt "worthy" are transcribed and assigned to a project attorney for "preliminary consideration." The FTC has not yet issued a complaint as a result of its new monitoring setup.

In the unit headquarters, these studies of reports are assigned to one of Mr. Scott's staff of four attorneys, who are the FTC's experts in spotting deceptive or misleading advertising claims, or to one of the 12 other attorneys who work in antideceptive practices under the chief project attorney, Mr. Hill. After these studies, the FTC issues complaints against those advertisers it believes are engaging in fraudulent and misleading advertising on radio-tv.

Mr. Scott feels that this system also will cover network commercials, since the attorney-investigator in the field will be monitoring any and all commercials on affiliate stations, including those on network programs. This will provide evidence that a given network commercial is being "disseminated" to various parts of the country, Mr. Scott said.

Discussing some of the reports turned in from regional offices during the month trial period, Mr. Scott said one attorney-investigator reported on 14 radio or tv commercials, of which five were "of interest" to the FTC. Of another report on 12 commercials three were "of interest" and a third report on 10 commercials turned up six "of interest" to the FTC, he said.

This does not mean the commercials "of interest" will result in FTC complaints. The complaints the FTC considers most significant, Mr. Scott says, are those which come from a listener or viewer who has bought the product advertised and had an "adverse experience" with it.

Although the FTC has a regional office in Washington, Mr. Scott and Charles J. Connolly, senior project attorney in the radio-tv monitoring unit, have done all the monitoring in the District of Columbia because of their interest in the new program. Their monitoring has been confined to local Washington stations, he said.

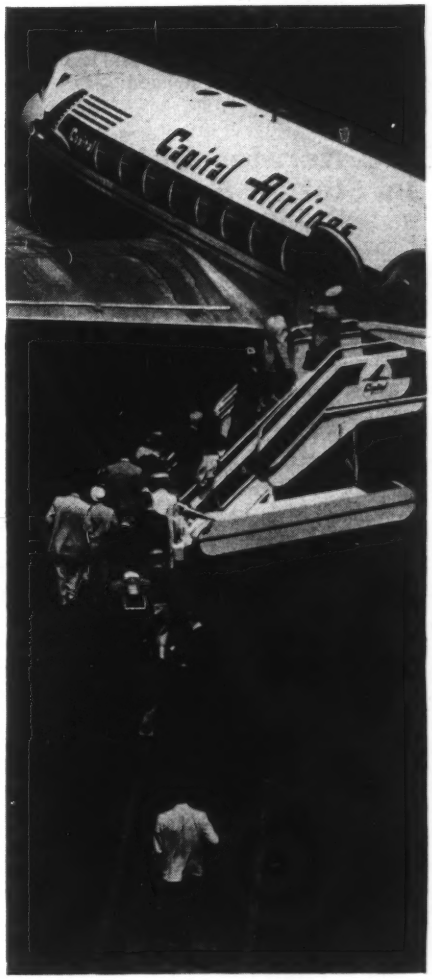
Meanwhile, the monitoring unit continues to examine two full days' scripts of commercials furnished each year at FTC request by every commercial radio and tv station in the country. Dates are staggered for the scripts from each station and are requested for a date specified in advance by the FTC.

Mr. Scott said the radio-tv monitoring unit will be expanded, although he did not reveal how much, with new attorneys taking over the script-reading tasks from the present crew, which then will give more time to examining the radio-tv monitoring reports from regional offices. This four-man group also examines magazine, newspaper and other advertising.

The FTC's regional office locations, and the territories they cover are:

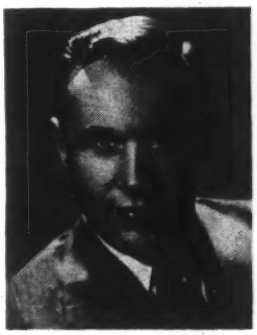
Chicago: Illinois, Indiana, Wisconsin, Minnesota, extreme eastern part of Iowa and

Chicago, Chicago,
that High-Flyin' Town—
Number One
Air Travel Center
in the World!



. . . AND CAPITAL AIRLINES SELLS TICKETS IN CHICAGO WITH WMAQ's HENRY COOKE

In July 1955, Capital called on Henry Cooke to tell Chicago about its new Chicago-Washington Viscount non-stop passenger service. By October of this year, Capital had *tripled* its service and had increased its share of the greatly-expanded Chicago-Washington market *from 17% to a walloping 60%!*



That's the kind of result Henry Cooke delivers. WMAQ favorite since 1940, and "Communicator" on "Chicago Calling" (Monday-Friday, 6:00-8:45 am) since 1953, Henry brings his audience on-the-scene news reports, music, sports round-ups, and vital service features. And all the while he *sells!* In addition to Capital Airlines, he sells for such sponsors as: Clark Super 100 Gasoline; Consolidated Royal Chemical Corp.; Coty, Inc.; R. R. Donnelly & Sons Co.; Ford Motor Co.; General Foods Corp.; Parker Brothers, Inc.; The Quaker Oats Co.; R. J. Reynolds Tobacco Co.; Shulton, Inc., and Standard Brands, Inc. . . . to upwards of 275,000 listeners for as little as 22¢-per-thousand!

To get *your* sales off the ground in Chicago, ask NBC Spot Sales about Henry Cooke. In New York, a call to your NBC Spot Sales representative brings you an immediate Radio-Phonic Spot Buying audition by telephone.

WMAQ NBC *Radio leadership station in Chicago* *SOLD BY* NBC **SPOT SALES**

all of Michigan but the Detroit-Flint area; Cleveland: Ohio, West Virginia, Kentucky, western half of Pennsylvania, extreme western part of New York state, Detroit-Flint area of Michigan; Kansas City: Missouri, most of Iowa, northwestern half of Arkansas, South Dakota, Nebraska, eastern half of Wyoming, Kansas, Oklahoma, Colorado, New Mexico and about a fourth of Texas in the north including the Panhandle.

New Orleans: the rest of Texas, Louisiana, southeastern half of Arkansas, Mississippi, Alabama, Tennessee; New York City: most of New York state, Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut and northern half of New Jersey; San Francisco: California, Nevada, Utah and Arizona.

Seattle: Washington, Oregon, Idaho, Montana and western half of Wyoming; Washington, D. C.: District of Columbia, eastern half of Pennsylvania, southern half of New Jersey, Delaware, Maryland, Virginia and the Carolinas.

North Dakota is joint territory for the Kansas City and Chicago offices. Georgia and Florida are joint territory for the Washington and New Orleans offices.

Attorneys from the FTC's Wool and Fur Labeling Act administrative offices in Boston, Dallas, Philadelphia and St. Louis also are available for monitoring in their respective areas upon request, Mr. Scott said.

Mr. Scott said the FTC realizes that radio-tv stations cannot go over commercials "with a fine-tooth comb" to weed out fraudulent and deceptive advertising. Broadcasters, he said, are a "fine group of people" and the FTC hopes to have good relationships with the industry.

Value Not in Numbers

The FTC realizes, he said, that "our value is not measured by the number of complaints we can issue." He felt that broadcasters, with help from the FTC's monitoring unit, will be able to "clean their own house."

The FTC, of course, can take no action against a station if it broadcasts fraudulent commercials. Complaints are directed against the advertiser.

Sen. Magnuson has asked the FCC to exchange information with the FTC in a liaison effort to detect those stations which might accept for broadcast an excessive number of fraudulent and misleading commercials. The FCC reluctantly agreed to set up such a plan in cooperation with the FTC, its main objection being that it has no authority to censor either programming or commercials. No announcement has come from either agency on when a liaison system will be inaugurated. Mr. Scott said last week the plan still is being formulated by the FTC and FCC staffs.

NOW
DO-IT-
YOURSELF
ADVERTISING
ANNOUNCEMENT
FROM tpa
see page 51

FCC Iterates Defense On Station Swap Stand

THE FCC stuck to its guns last week in defending its position in approving the NBC-Westinghouse Broadcasting Co. radio-tv stations swap and in stating its policy regarding liaison with the Justice Dept.'s Antitrust Division.

The Commission stated its views in a letter dated Jan. 3 to Chairman Warren G. Magnuson (D-Wash.) of the Senate Interstate & Foreign Commerce Committee, in answer to questions put by Sen. Magnuson in a letter to the FCC dated July 26, 1956.

The FCC said the letter represented the Commission's official views, with the exception of Comr. Robert T. Bartley, "who was unable to approve this letter," and Comr. John C. Doerfer, who was absent when the letter was written.

The Commission statement said the FCC believes "in general" that the fact Justice is holding a separate investigation "does not necessarily make advisable the holding of a hearing by the Commission before it takes any formal action in any adjudicatory proceeding." In this obvious reference to the FCC's approval of the NBC-WBC transaction without a hearing, the Commission said this is particularly true where Justice's investigation concerns conduct by a proposed or existing licensee which is "not directly related to their operation as a licensee . . . but . . . might have a significant relationship to their character and other qualifications to be a Commission licensee." But even if Justice's study is "more directly related to the communications field," FCC said, "we do not believe that a separate Commission hearing is always necessary or even appropriate."

FCC said Justice's probe of the NBC-WBC transaction was begun on information initially furnished by the Commission. After Justice brought suit, FCC was faced with NBC's proposal to acquire a uhf station in New Britain, Conn. The Commission determined a grant to help uhf would serve the public interest and that nothing would be gained by conducting a hearing on antitrust questions that would duplicate proceedings "more appropriately heard by the District Court," or in deferring FCC approval until the antitrust questions had been resolved. FCC made clear, however, the letter said, that its approval of the transfer was made without prejudice to any action arising out of the antitrust case.

The FCC said it did not believe a Commission adjudicatory action in the broadcast field "insulates" the transaction from "further challenge" by Justice under antitrust laws, since the Communications Act makes all antitrust laws applicable to broadcasting. It was acknowledged that "express" authorization of certain types of activities by rulemaking under Sec. 303 of the Communications Act, "while not precluding" Justice from adopting a "contrary position" in an antitrust action, "might make the successful prosecution of such an action more difficult." Consequently, in this rulemaking area, FCC always seeks the advice of Justice and other interested government agencies before taking action, the FCC letter explained.

FCC saw no need for "working out or publishing" a policy of liaison between the Comission and Justice and felt that such action would be "unwise" because certain problems might be overlooked or new situations develop that would not fit "preconceived categories." The FCC saw no need for legislation on the subject and asked that the status quo be maintained.

The FCC letter said the recognized overlap of responsibility on antitrust and other monopoly questions between Justice and the Commission, assuming proper liaison, should not deter either agency from fulfilling its respective obligations. Noting its belief that great strides have been made in coordination between the two in recent years, FCC said the Commission's and Justice's "dual responsibilities" should be carried out more fully than if either had the entire responsibility. Justice can handle some problems better and the Commission others, the letter continued.

The FCC general counsel's staff maintains liaison with Justice's Antitrust Division, with the general counsel keeping the Antitrust Division informed on matters of interest to the latter, the FCC said. But nobody on the Commission staff is authorized to advise Justice that a particular FCC proceeding "appears to present antitrust questions" until the matter has been considered by Commission members.

Once liaison has been established on a particular proceeding, however, the general counsel needs no additional approval by Commission members, but will keep Justice advised of future developments as they occur, the FCC explained. The Commission added that while it is impossible to determine at what stage in an FCC proceeding information on antitrust questions is made available to Justice, every effort is made to pass along the information early enough so that Justice can intervene in the Commission proceedings if it so desires.

But even when Justice is advised of possible antitrust questions, the FCC does not believe this is grounds for deferring Commission action any more than it believes Justice should defer an investigation or court action pending the outcome of an FCC proceeding, the letter stated.

GOP Wants Tv Set Excise Tax To Be Continued Beyond April 1

THE Republican Administration and GOP congressional leaders announced last week they will seek to continue beyond the April 1 expiration date about $3 billion dollars in excise and corporation taxes. This would include the 10% federal manufacturers excise tax on all television and radio sets.

This move was discouraging to broad-

All Challenges Accepted

Riposte and touche! . . . Parry when you're unsure and waiting . . . thrust when you're sure of your footing . . . and lunge when you see an opening. And now is the time to lunge at the heart of over a million buying Oklahomans in the heart of Oklahoma's rich oil, agriculture and industrial belt.

We accept all challenges to sell your products. To raise your sales. We challenge you to accept our challenge . . . Touche?

1356 FOOT TOWER
100,000 WATTS
FULL ABC NETWORK
REPRESENTED BY JOHN E. PEARSON CO.

KGEO-TV

The Center of Attraction

ENID • OKLAHOMA CITY

FULL ABC NETWORK
REPRESENTED BY JOHN E. PEARSON CO.

casters, who have called for removal of the excise tax from all-channel uhf tv sets, as a major move to help the plight of uhf broadcasters, in testimony before a House Ways & Means subcommittee on excise taxes headed by Rep. Aime J. Forand (D-R. I.). Rep. Forand's report on excise taxes is due to be issued today (Monday) in connection with a news conference.

The GOP stand was announced at the White House by Senate Minority Leader William F. Knowland (R-Calif.) as having high priority in the Republican program. No announcement was made of any proposed exceptions to the excise tax stand. Treasury Dept. officials have opposed removing the tax on tv sets.

Meanwhile, the 11-man House Select Small Business Committee headed by Rep. Wright Patman (D-Tex.) announced that it is recommending repeal of all excise taxes imposed during World War II and the Korean War. This would include the tv set tax. The five GOP members of the committee dissented from these and other committee recommendations.

The committee also is asking, in its final report for the last session of Congress, for amendment of laws to provide that the members of the FCC and other government regulatory agencies select their own chairman instead of having him named by the President, and that such agencies make requests for appropriations directly to Congress instead of submitting requests to the Budget Bureau. These two recommendations were contained in the committee's report on hearings in the 84th Congress by its Evins Subcommittee [B•T, Jan. 7].

National Airlines Tv Bid Worries Sen. Monroney

SEN. A. S. Mike Monroney (D-Okla.) has asked the FCC to defer action in the contested Miami ch. 10 case in which, he said, he understands "there is a strong likelihood of a grant of a television license . . . to National Airlines."

Sen. Monroney made public, for release today (Monday), a letter he wrote Dec. 28 to FCC Chairman George C. McConnaughey. In his letter the senator said grave problems would be created by the grant of a tv permit to an airline.

He asked that the FCC defer action until the Senate Commerce Committee's Aviation Subcommittee, of which he is chairman, could investigate. The subcommittee, he said, would solicit the views of the Civil Aeronautics Board as to the propriety of an airline operating a tv station.

National Airlines through a wholly owned subsidiary, Public Service Tv Inc., is one of four applicants for ch. 10 Miami. The others are L. B. Wilson Inc. (WCKY Cincinnati), North Dade Video (group of Miami businessmen) and WKAT Miami. An FCC examiner in an initial decision favored WKAT.

"Certificated airlines present a far different type of business setup than is found in the usual corporation," Sen. Monroney wrote Chairman McConnaughey. "Certainly, no one could complain if the FCC saw fit to grant to a stockholder of the airline or to a separate corporation such a license, but whether it could properly be a part of a business operation of a certificated airline is open to question.

"All certificated airlines enjoy the security of a guarantee of a fair return on their investment—whether they are now in a position to require subsidies or not. Fortunately, the National Airlines is not in a subsidy position, but the guarantee of a fair return still is available in the event of a decline in air traffic.

"In such a case, the combination of the operation of extraneous business enterprises, disassociated from the job of handling air passengers, could present a troublesome problem with which to deal and could endanger the system of guaranteed earnings of the schedules airlines."

Sen. Monroney also spoke of intensifying competition between airlines.

"Certainly," he wrote, "the ownership of a television station by one airline would eventually lead either to the insistence on the part of its competitor that it be given a television license or that it might find it necessary to make an expensive investment to purchase an existing one to maintain its competitive position."

Sen. Monroney said he did not know "whether the law permits the operation of a television station as a part of the business of an airline." The question, he said, ought to

WHLI "THE VOICE OF LONG ISLAND"

NEWEST PULSE REPORT *CLEARLY SHOWS THAT ONE STATION - WHLI -

DOMINATES LISTENING in the MAJOR LONG ISLAND MARKET

Latest "PULSE" Survey

	Morning	Afternoon
WHLI	18	17
Station "A"	14	13
Station "B"	10	9
Station "C"	8	6
Station "D"	7	8
Station "E"	7	7

Pulse Report Oct. 1956

WHLI again leads the Major Long Island Market with a larger daytime audience than any network or independent station!

WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y. the voice of long island

Paul Godofsky, Pres. & Gen. Mgr.
Joseph A. Lenn, Exec. VP Sales
Represented by Gill-Perna

AGAIN, SYLVANIA HONORS WBZ-TV

In 1955, WBZ-TV received the Sylvania Award for local news and special events. And now, in 1956, we have again been honored for Big Brother Bob Emery's Show, the outstanding children's television program in the nation on a local level.

Awards are meaningful to the people at WBZ-TV for it is our belief that broadcasting is most effective on those stations which have earned the respect and confidence of the communities they serve.

WBZ 4 TV

BOSTON

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO—**BOSTON,** WBZ+WBZA; **PITTSBURGH,** KDKA; **CLEVELAND,** KYW; **FORT WAYNE,** WOWO; **CHICAGO,** WIND; **PORTLAND,** KEX

TELEVISION—**BOSTON,** WBZ-TV; **PITTSBURGH,** KDKA-TV; **CLEVELAND,** KYW-TV; **SAN FRANCISCO,** KPIX

WIND REPRESENTED BY A M RADIO SALES
KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

W B C

NEW!...ECONOMICAL COLOR FILM AND SLIDE SCANNER SYSTEM

a complete package for immediate telecasting of color film programs

16mm color film

35mm color slide transparencies

can be purchased as separate units

High signal to noise ratio.

Stable, drift-free Colorplexer operation.

16mm film moves continuously—no intermittent wear and tear.

No optical and electronic registration problems.

Self-contained sound track pickup, exciter lamp supply, and sound amplifier.

Automatic slide changer.

Film runs forward, backward, and may be stopped on any frame.

Extremely quiet operation.

f/2.0 50mm Xenon lens, with tractica mount, for Color Slide Unit.

f/1.5 8.5 cm Summarex lens for Color Cinecon Unit.

Regulated AC and DC power supplies.

The new Polarad Color TV Film and Slide Scanner System make it possible for the smallest TV installation to transmit a color signal utilizing the established black and white transmitter.

In addition to the film and slide scanner system, Polarad has designed fully integrated Color TV units for studio and laboratory. These units provide maximum stability and ease of operation without additional power units or accessories.

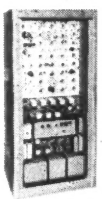
POLARAD
PROVEN RELIABILITY

ELECTRONICS CORPORATION

43-20 34th Street · Long Island City 1, New York

REPRESENTATIVES: Albuquerque, Atlanta, Baltimore, Boston, Buffalo, Chicago, Cleveland, Dayton, Denver, Fort Worth, Kansas City, Los Angeles, New York, Philadelphia, Portland, St. Louis, San Francisco, Schenectady, Syracuse, Washington, D. C., Winston-Salem, Canada; Arnprior, Ontario. Resident Representatives in Principal Foreign Cities

TV



SYNCHRONIZING GENERATOR — MODEL PT-201

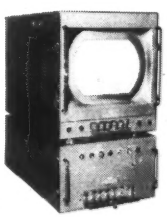
Provides RTMA standard driving, blanking and synchronizing pulses, composite video signal comprising vertical and horizontal dots for receiver tests. Used to drive color bar generators and other NTSC color TV generating equipment.

AUTO-SELF-BALANCED COLORPLEXER—MODEL PT-205

Incorporated in the Model PT-203 Color Bar Generator, available as a separate chassis for rack mounting. High stability and negligible drift. Multiplexes three simultaneous color video signals (R.G.B.) and encodes into color information.

COLOR BAR GENERATOR — MODEL PT-203

A complete instrument with color bar pulse forming unit, a complete colorplexer, regulated B+ and filament supplies. Provides NTSC color TV test signals, for receivers, transmitters, networks and components. Provides 19 different test patterns.



COLOR TV VIDEO MONITOR — MODEL M-200

Two portable units for standard rack mounting. High definition color picture is displayed on 15 inch tri-color kinescope. For checking quality of NTSC color video signals in the studio, on transmission lines or in the receiver factory.

Reliable maintenance service throughout the country is an important part of the Polarad instrument.

AVAILABLE ON EQUIPMENT LEASE PLAN

be discussed by his subcommittee.

"Until the Aviation Subcommittee can hear from the Civil Aeronautics Board, and perhaps from your Commission," he wrote Mr. McConnaughey, "it would seem prudent not to take final action and thus set a precedent which may be detrimental to the certificated carriers."

Dr. Town Takes Over As TASO Director

A VERMONT yankee—college professor and practical electronics engineer—has been officially ensconced as executive director of the Television Allocations Study Organization.

Dr. George R. Town, on one-year leave of absence from his post as associate director of Iowa State College's Engineering Experimental Station and professor of electrical engineering at the same institution—and erstwhile manager of engineering and research, Stromberg-Carlson Co., Rochester, N. Y.—was established last week with an office and a staff (one girl) in Room 808, Warner Bldg., Washington.

There last week he prepared to supervise a $50,000 study of uhf's potentialities, underwritten by broadcasters and manufacturers in answer to an FCC plea for both an evaluation of uhf and its potential as compared to vhf.

TASO was organized in answer to a plea last year by FCC Chairman George C. McConnaughey for a "crash" study of uhf's future—with particular emphasis on the possibility of upgrading transmitters and receivers. Founders of TASO include NARTB, RETMA, Assn. of Maximum Service Telecasters, Committee for Competitive Tv, and the Joint Council on Educational Television.

At a TASO board meeting last week, a final draft of objectives and procedures was formalized. It was agreed, it was learned, that five panels would be established. These are: transmitting equipment, receiving equipment, field tests, propagation and an analysis and theory group to evaluate the results submitted by the four working groups.

Dr. Town was chosen for the $25,000 a year job last month.

Examiner Hears Citizens' Bid To Intervene in WGMS Protest

HEARING on a request for intervention in the protest hearing on the $400,000 sale of WGMS-AM-FM Washington to RKO Teleradio Pictures Inc. was held last Friday before FCC Hearing Examiner Herbert Sharfman. Making the request to intervene was the Friends of Good Music, Washington, which also asked that the hearing be postponed until Jan. 30 as "the earliest possible date that would permit effective presentation of our position."

The Friends of Good Music, composed of Washington area devotees of classical music, was organized to insure that WGMS "honors its explicit commitments to the Commission to continue to provide and expand its good music services to our area." The group, which has over 3,000 petitioners, stated that it did not care who owns WGMS as long as the station continues to carry classical music.

The WGMS sale had been approved by the FCC last spring but the Commission was ordered to reassign the station to its original owner by the Court of Appeals, Washington, last November. The sale was protested by minority stockholder Lawrence M. C. Smith (16⅔%) on the grounds that another buyer offered a better price, that Washington listeners would be deprived of the good music format and an objection to an arrangement with majority stockholders M. Robert Rogers and wife (who with Pierson Underwood own 83⅓% of station). Mr. and Mrs. Rogers are to be retained by RKO as general manager and station manager, respectively, at $30,000 a year for five years.

Meanwhile, Mr. Smith returned to the appeals court seeking a ruling that all of WGMS be returned to its original owners. It is claimed that a leasing agreement—whereby RKO Teleradio owns the equipment and leases it to the original owners—does not follow the court's decision ordering reversion of the station's ownership. The FCC turned down this contention, and the appeal and motion is from this Commission decision.

$333,154 KALB-TV Transfer Tops Six FCC Sale Approvals

THE $333,154 sale of ch. 5 KALB-TV Alexandria, La., from Alexandria Bcstg. Co. to Lanford Telecasting Co. was the largest of six station sales approved last week by the FCC. Others included WINR-AM-TV Binghamton, N. Y., WFTC Kinston, N. C., WHRV Ann Arbor, Mich., WBLR Batesburg, S. C., and KENL Arcata, Calif.

Principals in Lanford are T. B. Lanford, president and 51% owner, and Bill L. Fox 49% owner. Mr. Fox is general sales manager of KFMB-TV San Diego. Mr. Lanford owns KRMD-AM-FM Shreveport, La.; 98% of KRRV Sherman, Tex.; 33⅓% of KPLC-AM-TV Lake Charles, La., and 13.8% of WSLI-WJTV (TV) Jackson, Miss. Mr. Fox's family owns KSYL Alexandria and the sale is conditioned on Mr. Fox' disposing of this interest.

Mr. Lanford owned 99.2% of Alexandria Bcstg. and the sale is the result of a merger agreement between the competing applicants for ch. 5. KALB-TV has been operating with all three networks since 1954.

WINR-AM-TV was sold by Southern Tier Radio Service Inc. (Donald W. Kramer, president 27.6% owner) ot Binghamton Press Co. for $165,000. The new owner is a wholly-owned subsidary of Gannett Co. (WENY Elmira, WHDL Olean, WHEC-AM-TV Rochester, all N. Y., WDAN-AM-TV Danville, Ill., and New York state newspapers).

Town & Country Worldwide Productions Inc. received Commission approval for the purchase of WFTC from Kinston Bcstg. Co. (J. Harold Vester and associates) for $145,000. Town & Country is 100% owned

WCDA-B • ALBANY
WAAM • BALTIMORE
WBEN-TV • BUFFALO
WJRT • FLINT
WFMY-TV • GREENSBORO
WTPA • HARRISBURG
WDAF-TV • KANSAS CITY
WHAS-TV • LOUISVILLE
WTMJ-TV • MILWAUKEE
WMTW • MT. WASHINGTON
WRVA-TV • RICHMOND
WSYR-TV • SYRACUSE

Harrington, Righter and Parsons, Inc.
The only exclusive TV national representative
New York
Chicago
San Francisco
Atlanta

Your best resolution for '57!

Resolve now to learn the full story of WFMY-TV's year-in, year-out coverage of the Prosperous Piedmont section of North Carolina and Virginia. You'll be happy to learn it takes only one station, WFMY-TV, to deliver complete coverage of this mighty industrial area of the South! Call your H-R-P man today.

50 Prosperous Counties • 2 Million Population
$2.5 Billion Market • $1.9 Billion Retail Sales

Greensboro
Winston-Salem
Durham
High Point
Salisbury
Reidsville
Chapel Hill
Pinehurst
Fort Bragg
Sanford
Martinsville, Va.
Danville, Va.

wfmy-tv
Channel 2
GREENSBORO, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco — Atlanta

Basic
CBS
Since 1949

WFMY-TV . . . Pied Piper of the Piedmont
"First with LIVE TV in the Carolinas"

Buy
KMPC
and
KSFO

Reach
9 out of 10
Californians!

GOLDEN WEST
BROADCASTERS
KMPC KSFO
Gene Autry, Chairman, Board of Directors
Robert O. Reynolds, President
National Representatives:
AM Radio Sales Company

by Washington country music impressario Connie B. Gay, who also owns WTCR Ashland, Ky., and KLRA Little Rock, Ark.

WHRV was sold by Huron Valley Bcstrs. Inc. (John R. Chapman, president) to M. W. Bcstg. Inc. for $110,000. Charles H. Mayne, president and 50% owner of M. W., has Detroit manufacturing firm, automobile sales and investment interests. Vice president and 5% owner Donald T. Wattrick is sports director of WXYZ Detroit.

FCC Clarifies Its Position On AT&T Transmission Rates

THE FCC has informed the Senate Commerce Committee that the Commission is not warranted at present in acting to reduce AT&T tv transmission service charges, "based on our reviews and analyses" of studies submitted by AT&T and "the level of earnings indicated thereby."

The conclusion was contained in a letter, dated Jan. 3, to Committee Chairman Warren G. Magnuson (D-Wash.), in answer to a letter from Sen. Magnuson dated July 19, 1956, regarding testimony by J. W. Boler, president of North Dakota Broadcasting Co. (K B M B-T V Bismarck, KCJB-AM-TV Minot, KXJB-TV Valley City and KSJB Jamestown, all N. D.). Mr. Boler asked that tv stations be allowed to build and maintain their own private relay systems, regardless of the availability of common carrier facilities.

The FCC said that for "some time" it has been granting applications by tv broadcasters to build and operate their own relay systems where common carrier facilities are not available and where it is shown the broadcaster "can more quickly provide such facilities for himself." This has enabled small stations to obtain network programs on an economical basis, FCC said, adding that the Commission intends to continue making such authorizations case-by-case pending outcome of its rule-making proceeding (Docket 11164) on the question.

The Commission said it has no "first hand" knowledge of Mr. Boler's "alleged difficulties in dealing" with AT&T regarding his application for a private relay from Minneapolis to Fargo, but that the FCC rules "presently contemplate" the authorization of private systems only where common carrier facilities are not available.

Triangle's WLBR-TV Purchase Argued Before Full Commission

ORAL ARGUMENT was held before the FCC *en banc* last Monday on the purchase of ch. 15 WLBR-TV Lebanon, Pa., by Triangle Publishing Co. Protesting the purchase, originally approved by the Commission in November 1955, are WHP-TV, WTPA (TV), WCMB-TV, all Harrisburg, Pa., uhf stations, and the Broadcast Bureau.

Main points of contention made by the protestants were charges of concentration of control (Triangle owns WFIL-AM-FM-TV Philadelphia, 50% of WHGB Harrisburg, WFBG-AM-TV Altoona, Pa., WNHC-AM-TV New Haven, Conn., WNBF-AM-TV Binghamton, N. Y., *Philadelphia Inquirer* and several magazines), purported overlap of coverage between WLBR-TV and WFIL-TV and that WLBR-TV would be operated as a satellite of WFIL-TV. In denying the charges, lawyers for WLBR-TV and Triangle asked for an immediate ruling to provide the people of Lebanon (population 28,000) with local tv service.

Fisher Throws Another Wrench Into Storer's Salem V Plans

MORE TROUBLE in Storer Broadcasting Co.'s quest for FCC approval of its purchase of ch. 3 KSLM-TV Salem, Ore., and its move closer to Portland, Ore.: Last week C. H. Fisher, Oregon broadcaster, resubmitted his application for the Salem, Ore., facility, asking also that the FCC revoke the 1953 ch. 3 Salem grant to Glenn E. McCormick because no construction has begun.

Mr. Fisher first submitted his application for the vhf channel in Salem last spring. It was refused by the Commission last July on the ground that an application could not be filed for a facility already granted.

Storer has bought the Salem facility for $27,277 and has asked FCC to waive the multiple ownership rules to permit it to own six vhf television outlets. Present rules limit single ownership to not more than seven tv outlets—not more than five of which may be in the vhf band. Storer also has asked permission to move KSLM-TV nearer Portland, where Storer owns ch. 27 KPTV (TV).

Also opposing Storer's request for a waiver of the rules—actually this is the second such request (the Commission denied Storer's petition for a waiver last November)—was KGW-TV Portland, Ore.

It is believed that the Storer petition for reconsideration of the Commission's November denial was to be taken up at the FCC Friday session on ownership rules.

Approval of Sale Applications Sought by KVDO-TV, KOAT-TV

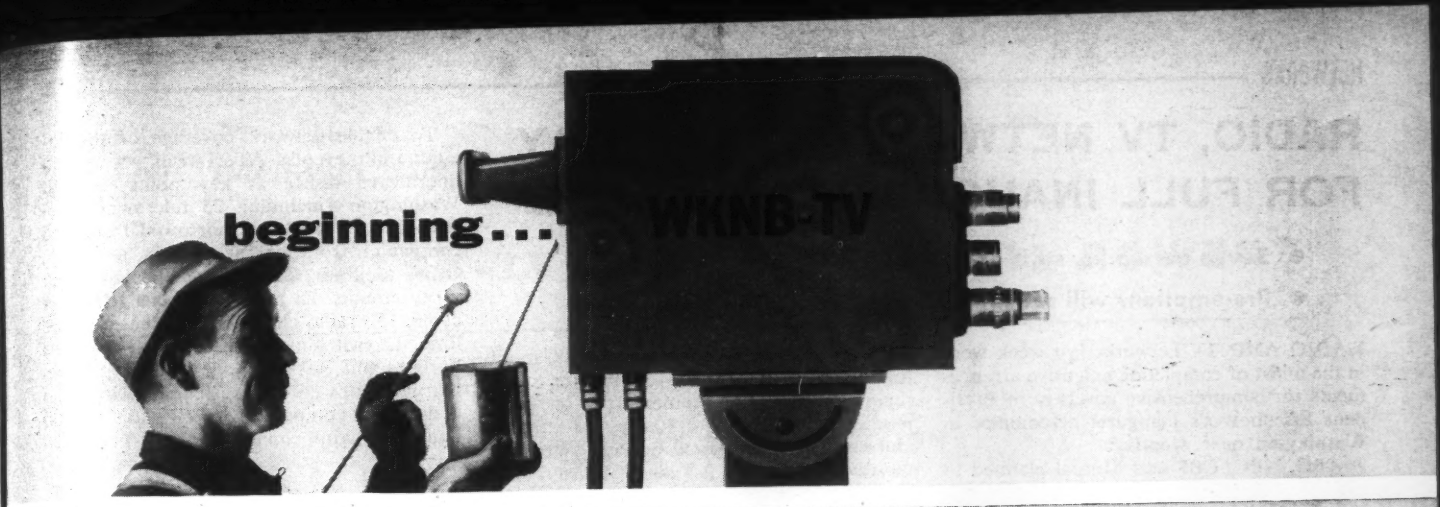
AGREEMENT for sale of ch. 22 KVDO-TV Corpus Christi, Tex., by Gabriel Lazano [AT DEADLINE, Jan. 7] was filed with the FCC last week disclosing names of two of the purchasers. They are E. J. Healy and Hubert Schmidt, who, with other local businessmen, are buying NBC-affiliated KVDO-TV for $195,000 including $100,000 in liabilities. Following the drawing up of a contract, an application will be filed, listing all buyers.

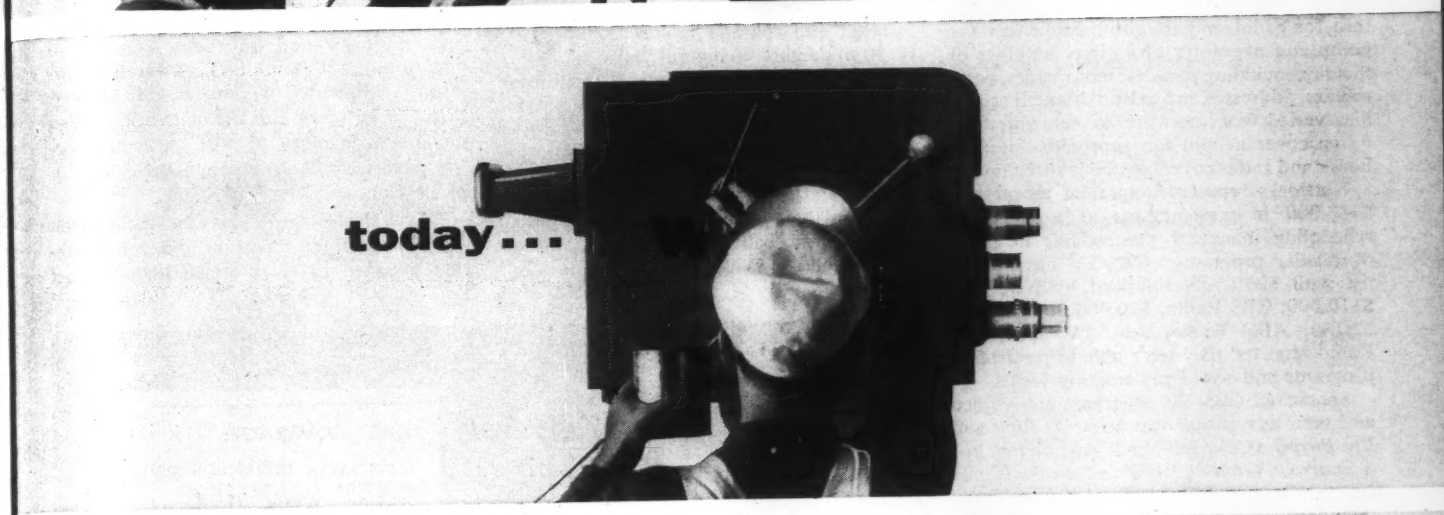
Also filed with the FCC last week was the sale of ch. 7 KOAT-TV Albuquerque, N. M., to Clinton D. McKinnon.

It is planned to call in all outstanding stock and issue debentures in the amount of $156,000 for them. Mr. McKinnon will then purchase stock in the amount of $12,500 and assume obligations for the debentures and about $550,000 in liabilities.

KOAT-TV, one of three Albuquerque vhf outlets (others are ch. 4 KOB-TV and ch. 13 KGGM-TV), showed total assets of $544,622 ($81,351 current); total current liabilities of $176,887; deficit to Dec. 31, 1955, of $366,824, and loss for 1956 of $192,883. Balance sheet was as of Oct. 31, 1956.

Mr. McKinnon owns 75% of weekly *San Diego North Shores Sentinel;* 51% of weekly *Coronado* (Calif.) *Journal,* and holds 25% interest in KVOA-AM-TV Tucson, Ariz.





A basic affiliate of NBC since October, 1955, WKNB-TV has parlayed its network program lineup, local shows, top caliber news and public service features, NBC Spectaculars and special events into ratings that have made it the best advertising bet in the whole Connecticut Valley. Now, as NBC-owned WNBC — NBC-TV in Southern New England — Channel 30 stands, *more than ever,* as the outstanding buy for advertisers who want to *sell* in this rich industrial-agricultural area.

Blanketing four of Connecticut's populous counties plus a good part of a fifth, WNBC's signal also covers Hampden and Hampshire Counties in neighboring Massachusetts. Total: 428,500 homes; 365,370 TV homes, *91.6% UHF-converted!* Here's a market with a population of 1½ millions, an Effective Buying Income of close to 3 *billions,* and an annual retail sales figure of nearly 2 billions!

The same management that has made WKNB-TV so dynamic a factor in local business and civic affairs remains at the helm. Add the resources, the experience, and the marketing knowledge of the National Broadcasting Company to the enviable sales record already established by this station, and it's easy to see why now, *more than ever,* the way to reach this prosperous, fast-growing market is . . .

WNBC 30
CHANNEL
HARTFORD-NEW BRITAIN now sold by NBC **SPOT SALES**

RADIO, TV NETWORKS CLEAR WAY FOR FULL INAUGURAL COVERAGE

- **Seven networks, staff of 350 will put events on air**
- **Pre-emptions will set chains back $380,000 in revenue**

RADIO AND TV networks last week were in the midst of completing extensive arrangements for comprehensive coverage of President Eisenhower's inaugural ceremonies in Washington next Monday.

ABC, NBC, CBS and Mutual planned to assign up to a total of 350 employes to capture for radio and television audiences the pomp and pageantry of various activities of the day, including parades, motorcades, ceremonies, addresses and balls. Although schedules varied from network to network, television coverage will run approximately four hours and radio coverage about three hours.

Networks reported a total of more than $380,000 in pre-emptions as a result of scheduling inaugural proceedings in place of regular programs. CBS-TV headed the list with $250,000, followed by NBC-TV, $110,000; CBS Radio, $20,000 and Mutual, $2,200. ABC Radio, ABC-TV and NBC Radio reported they were able to reschedule programs and avoid pre-emption losses.

Sponsored CBS-TV programs pre-empted and their advertisers are: *Strike It Rich* and *Big Payoff* (Colgate-Palmolive); *Search for Tomorrow, Guiding Light* and *As the World Turns* (Procter & Gamble); *Valiant Lady* (Standard Brands); *Love of Life* (American Home Products); *Art Linkletter's House Party* (Campbell Soup and Lever Bros.) and *Bob Crosby Show* (Brown & Williamson Tobacco). CBS Radio shows dropped for the inaugural broadcasts are: *Howard Miller Show* (Wrigley); *Wendy Warren and the News* (Tide and Slenderella); *Backstage Wife* (Colgate-Palmolive); *Romance of Helen Trent* (Lever Bros., Scott Paper); *Our Gal Sunday* (Colgate); *Young Dr. Malone* (Lever, Campana); *Road of Life* (Salada, Listerine).

NBC-TV pre-emptions include *Price Is Right, Truth or Consequences, It Could Be You, Tic Tac Dough, Tennessee Ernie, NBC Matinee Theatre,* and *Tonight,* all of which are presented on a multiple or participating sponsorship basis.

Mutual reported that two news programs, sponsored by Kraft, would be pre-empted for inaugural coverage.

The only sponsorship arrangement for the inaugural broadcasts was made by CBS-TV, which announced last Thursday that Maybelline Co. (toilet preparations), Chicago, had signed for coverage of the inaugural balls (11:15 p.m.-12 midnight). The agency is Gordon Best Co., Chicago.

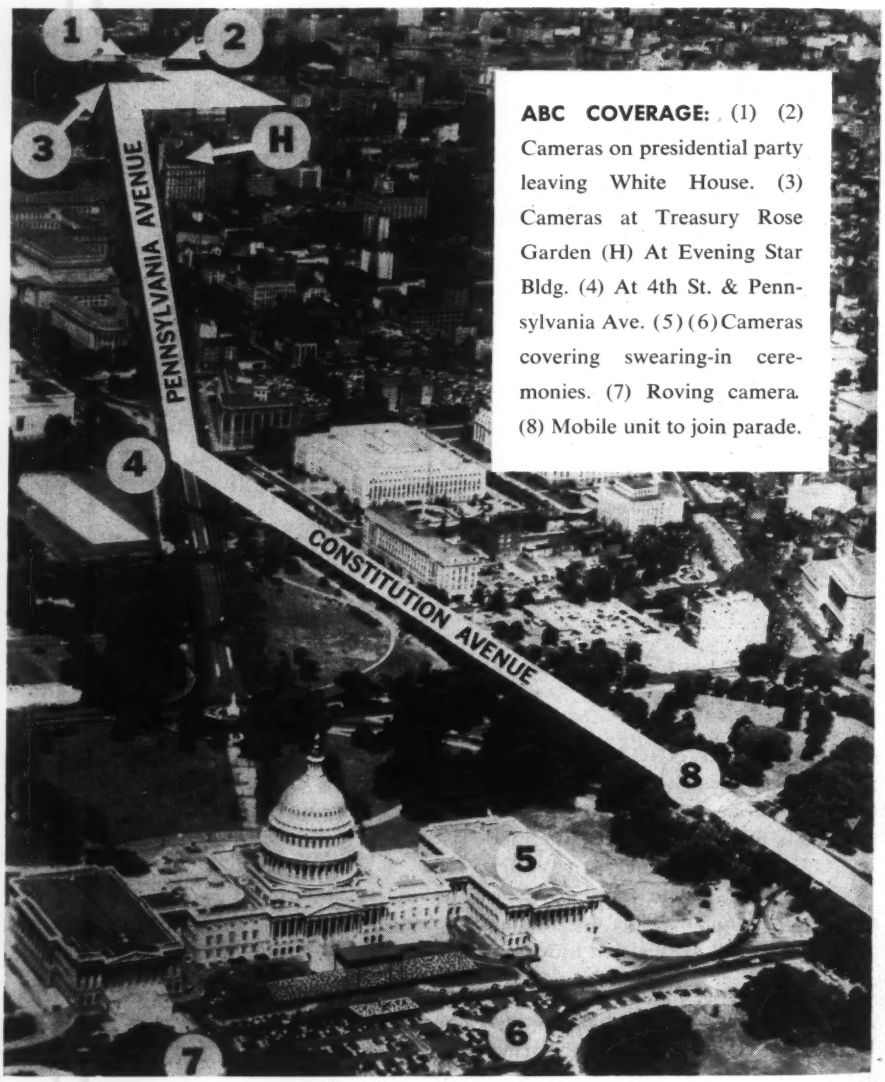
Approximate time-table of the coverage is as follows: 11 a.m.-12 noon pre-inauguration ceremonies, including following President Eisenhower to the Capitol and the platform where the oath is to be administered; noon-12:20 p.m.—administering of the oath; 12:20-12:45 p.m.—inaugural address; 12:45-1 p.m.—pickup of crowds and dignitaries as President enters the Capitol for lunch; 1 p.m.-1:30—cut-ins for news reports or for color commentary on ceremonies and on crowd; 1:30-3 p.m.—parades and motorcades reviewed by President from the reviewing stand; 3-4 p.m. (where scheduled)—interviews with dignitaries and local citizens and parade color commentary; 11:30-midnight—inaugural balls.

Television networks intend to install cameras at various vantage points to provide panoramic scenes of Washington, overhead views of the parade and the presidential reviewing stand, scenes in and around the Capitol and a detailed picture of the parades. In the evening the cameras will visit the inaugural balls, being held simultaneously around the city.

To enable network coverage of the inauguration events, AT&T will set up 60 microwave dishes at key points around Washington (including 25 microwave systems and 25 amplifiers borrowed from Bell companies from as far as Los Angeles). Other facilities required for the coverage: 50 tv circuits, 28 miles of special television cable, 150 radio channels, 350 central office lines, 12 switchboards, 125 private lines, 30 tie lines and 700 telephone instruments (requiring 1,500 miles of exchange wire). To activate the equipment, AT&T said, 200,000 individual wire connections will be necessary.

NBC's tv coverage will run from 11 a.m. through 3 p.m. EST and from 11:30 p.m. until midnight and on radio from 11:30 a.m. until 2:30 p.m. EST. Overall supervision will be by William R. McAndrew, director of news for the network. Julian Goodman, manager of NBC news and special events for Washington, is in charge of production.

David Brinkley will serve as anchor man for NBC. Other reporters and commentators assigned to tv coverage include Chet



ABC COVERAGE: (1) (2) Cameras on presidential party leaving White House. (3) Cameras at Treasury Rose Garden (H) At Evening Star Bldg. (4) At 4th St. & Pennsylvania Ave. (5) (6) Cameras covering swearing-in ceremonies. (7) Roving camera. (8) Mobile unit to join parade.

The Timebuyer asks . . .

DOES KTRK-TV OPERATE AT FULL POWER?

A GOOD QUESTION

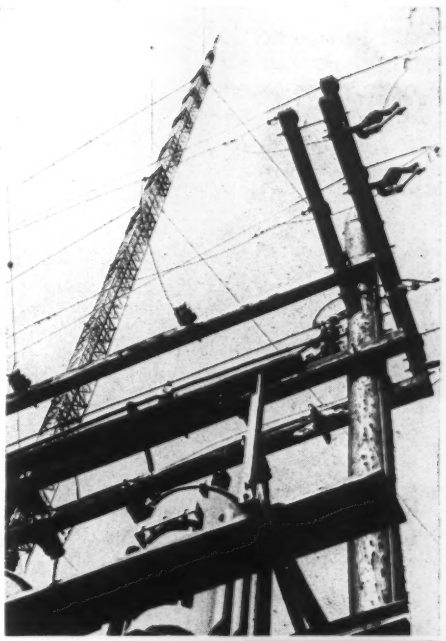
that every smart timebuyer must know about every station he buys. Power, height of tower, lack of interference, and general data on terrain make up the coverage story . . . the basic story of every buy.

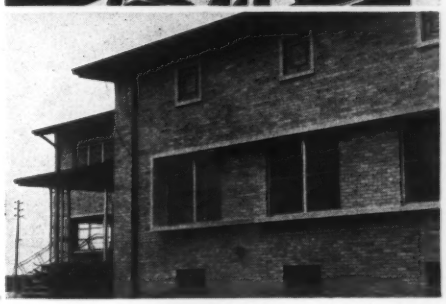
TED BATES & COMPANY, Inc. timebuyer, Bill Kennedy, and Edward Kenefick, George P. Hollingbery Co. man, national representatives for KTRK-TV, discuss channel 13 coverage in the Gulf Coast market.

KTRK-TV OPERATES AT FULL POWER, 316,000 watts, from the most rugged tower and antenna ever built for television, and at a height of 1,049 feet above sea level. A permanent, steel-frame, concrete building houses transmitter equipment, complete facilities, sets, and studio space for extended temporary emergency operation, and the transmitter supervisor and his family.

Located just the proper distance from metropolitan Houston, channel 13's transmitter insures a non-saturated city signal and clear, powerful, reliable picture farther to the outer fringes of the Gulf Coast area.

Complete lack of freedom from over-lapping channel interference . . . Diesel-driven auxiliary power supply . . . continual dual-Microwave signal—these features assure the viewer a quality picture and advertisers the fullest market coverage. Add the KTRK-TV plusses—exceptional local programming and ABC's big, BIG plans—and you have the permanent, lasting factors that have made





KTRK-TV the best television buy in Houston!

KTRK-TV

The Chronicle Station, Channel 13
P. O. Box 12, Houston 1, Texas — ABC Basic

Houston Consolidated Television Co.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett

National Representatives:
Geo. P. Hollingbery Company
500 Fifth Avenue
New York 36, New York

"THE PLAYHOUSE" and "HERALD PLAYHOUSE"

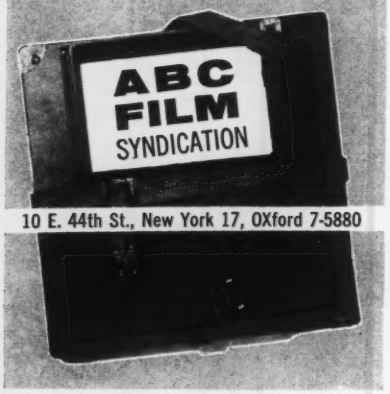
104 ½-hour dramas — now available on unique

STRIP FOR ACTION PLAN

your cost is based on your own rate card — many stations already delighted with this low-cost plan — because the station's profit is guaranteed*

clear your decks for action — wire, write, PHONE FOR DETAILS

*Ask us how!



10 E. 44th St., New York 17, OXford 7-5880

CBS-TV's mobile transmitter goes through its paces in preparation for next Monday's inaugural coverage (newsman Bill Downs is holding microphone). The self-contained unit is complete with camera, transmitter and power generator. It's microwave dish (between the technicians) will relay signals to a series of pickups as the unit moves ahead of the President's automobile up Pennsylvania Ave.

Huntley, Ray Scherer, Bill Henry, Jack Chancellor, Merrill (Red) Mueller, Richard Harkness, Bryson Rash and H. V. Kaltenborn. Radio commentary will be provided by Ben Grauer, Robert McCormick, W. W. Chaplin, Herb Kaplow, Art Barriault, Stuart Finley, John Bachelder and Frank Blair.

CBS-TV will be on the air from 11:30 a.m. to 4 p.m. and from 11:15 to midnight for the inaugural balls and CBS Radio 11:30 a.m.-1 p.m., 1:30-2 p.m. and 11:30 p.m.-midnight. Sig Mickelson, vice president in charge of news and public affairs, will direct activities for the event. Paul Levitan, CBS-TV director of special events, will be executive producer for television. Robert Skedgell, executive producer of news, CBS Radio, will supervise radio production.

Walter Cronkite will be anchor man for CBS-TV coverage. On-the-scene reports will be provided by Edward R. Murrow, Charles Collingwood, Douglas Edwards, Charles Von Fremd, Richard C. Hottelet, Bill Downs, Bill Schadel and Dallas Townsend. Anchor man for CBS Radio will be Robert Trout, with commentary by George Herman, Griffing Bancroft, Eric Sevareid and Wells Church.

John Daly, ABC vice president in charge of news, sports, special events and public affairs, will direct inaugural coverage, assisted by Thomas Velotta, administrative vice president for news. Don Coe, director of special events, will supervise production.

Mr. Daly will serve as anchor man on radio and television. Other ABC newsmen who have drawn inaugural ceremony assignments are Richard Rendell, Paul Harvey, John Secondari, Ted Malone, Arthur Van Horn, Edward P. Morgan, Quincy Howe, Erwin Canham, Martin Agronsky and John Edwards.

John D. Whitmore, director of news for Mutual, will serve as executive producer and director of Mutual's inaugural broadcast activities. He will be assisted by Jack Gertz, Washington White House coordinator. MBS newsmen who will describe the ceremonies are John B. Hughes, William Hillman, Cedric Foster, Fulton Lewis jr., Robert Hurleigh, Bob Siegrist and Mr. Whitmore.

Although networks had intended to broadcast the "private" inaugural oath ceremony for President Eisenhower this Sunday, the White House last Wednesday cancelled plans for television and radio coverage. It was explained by Press Secretary James Hagerty that requests to attend the ceremony in the East Room of the White House were excessive, and it was decided to revert to the original plan for a private oath-taking.

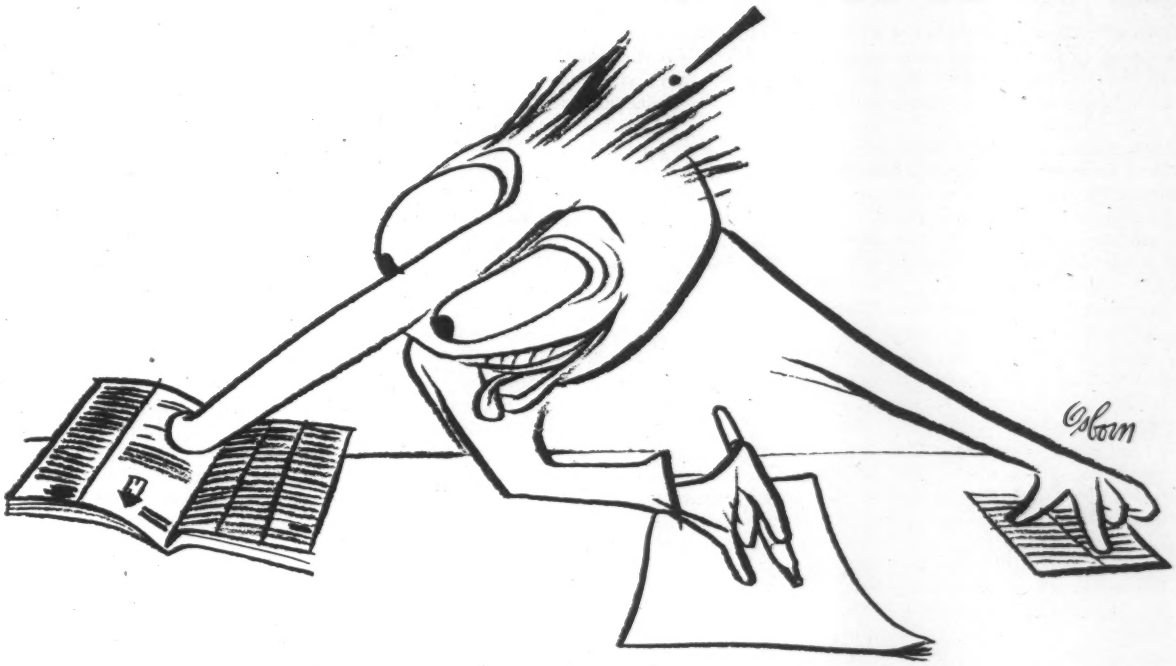
AFM'S $100,000 TRIBUTE

AMERICAN Federation of Musicians has alloted approximately $100,000 to cover the cost of a dozen top-bands to play for all inaugural functions and of a 40-foot float depicting "Live Music for All America." In an announcement, AFM President James C. Petrillo said last week the move was in tribute to President Eisenhower, who "has always welcomed" Mr. Petrillo to the White House. Among the bands scheduled to appear at functions, starting this Saturday, are those of Lawrence Welk, Guy Lombardo, Meyer Davis, Louis Armstrong, Emil Coleman, Lionel Hampton and Phil Spitalney.

McCauley to NBC Chicago

APPOINTMENT of William McCauley as business manager of the NBC Central Div. was announced by the network last Tuesday. He transfers to Chicago from New York, where he was NBC tv program unit manager, and succeeds James Troy, who was promoted last month to network program manager.

Another way SRDS helps sell time



You are certain of ***INTEREST***
in your story at the time
your Service-Ad is seen;

certain that the buyer is just as
anxious to get information about your
medium as you are to have him get it.

With your Service-Ad in Standard Rate & Data...

YOU ARE THERE

Selling, by helping people buy!

SRDS Standard Rate and Data Service, Inc.
1740 Ridge Avenue, Evanston, Ill.
Sales Offices: New York • Evanston • Los Angeles

NBC RADIO'S NEW PROGRAMMING READY TO GO DESPITE OBSTACLES

NBC RADIO officials reported late last week they were all set to go into operation today (Mon.) with their revitalized program schedule—including the controversial five-minute newscasts on the hour.

Despite objections of Station Representatives Assn. and a number of affiliates, network officials said they had a "more than adequate" number of station clearances to put the newscast plan into effect under the shared sponsorship of Bristol-Myers and Brown & Williamson.

They had maintained almost from the beginning they were assured of enough station acceptances even though spokesmen for a number of major-market affiliates said privately that for both economic and programming reasons they would not clear the time [B•T, Dec. 10, 1956, *et seq*]. Chief opposition was on the ground that station time NBC wanted cleared for the newscasts is much more profitable in local and national spot sales.

These objectors were still holding to their guns late last week, though conceding NBC probably was in position to proceed with the plan on schedule. It calls for five-minute newscasts on the hour, 7 a.m. to 11 p.m., Monday through Friday.

At least some cigarette advertisers, like the hold-out stations, also were concerned about the effects of the plan. On many stations now carrying three or four tobacco commercials within an hour—in early-morning time, for example—normal protection of the Brown & Williamson business on NBC would bump one or two of the competing spot advertisers out of their current positions.

William Esty Co., for R. J. Reynolds Tobacco Co., was known to have cautioned a number of station representatives last week that if the B&W business on NBC bumped any Reynolds spots, then the Reynolds schedule would be cancelled—unless the bumping led to even better positioning for the Reynolds business.

Estimates of the number of affiliates that have cleared the strong station periods for NBC—the 7, 8 and 9 a.m. periods especially—were neither clear-cut nor official. Some sources estimated it as low as 50 to 75 stations.

NBC spokesmen said they were in no position to give such a breakdown—that is, the number which had cleared early-morning periods—at this time. But overall, they reiterated, they would start the newscast series with clearances representing better than 78-80% of the rate card, and predicted this would be up to 90% by June 1. They acknowledged there are "problem areas" where stations have long-standing local and spot contracts that cannot be moved immediately, but repeated they had affiliates' assurances that these would be cleared up as soon as possible.

A situation involving one of NBC's own stations might typify these "problem areas": O&o WRC Washington has been carrying a 7-7:15 a.m. newscast for some time under sponsorship of Bond Clothes three times a week. While NBC was developing the hourly newscast project, WRC faced renewal of the Bond contract—and renewed it for 13 weeks, effective the first of the year. But WRC made clear that at the end of this 13-week period it will go along completely with the network newscasts. Meanwhile WRC plans to tape its 7 a.m. Bryson Rash network feed and carry it locally at 7:30 a.m.

In addition to the hourly newscasts, NBC Radio for several weeks has been maintaining a direct wire to all affiliates for immediate "Hot Line" newscasts that will interrupt local programming, if necessary, when news of major importance breaks.

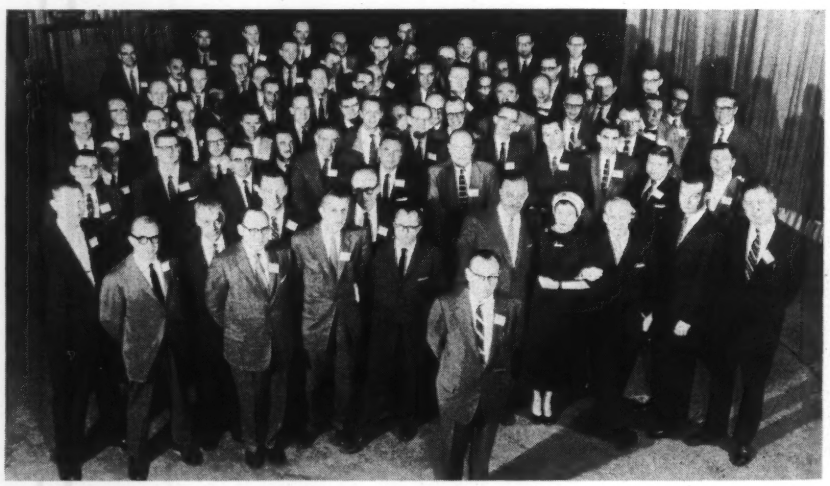
Other program phases of the network's overall blueprint for revitalizing NBC Radio, announced last November [B•T, Nov. 12, 1956], will go into effect today with none of the controversy that has surrounded the hourly newscasts. Where the network heretofore has been silent from the end of the two-hour *Bandstand* program at 12 noon until 3 p.m., the midday silence now will extend only from the end of the noon newscast to 1 p.m.

Starting today (Monday) the Bill Goodwin variety show goes in, Monday through Friday, at 1:05-2 p.m. (EST). *True Confessions*, a new dramatic series, will run from 2:05-2:30. *Woman in My House*, moved up from 4 p.m., will go into the 2:30-45 period, and *Affairs of Dr. Gentry*, a new series starring Madeleine Carroll, will follow at 2:45-3. Then will come the regular afternoon lineup: *Five Star Matinee*, 3:05-30; *Hill Top House*, 3:30-45, and *Pepper Young's Family*, 3:45-4.

In addition, NBC Radio will start a new feature tonight: George Marek with *Classical Music for People Who Hate Classical Music*. The weekend *Monitor* service, which heretofore has started on Saturday morning, will be extended to include part of Friday night. Every fourth Friday night, in cooperation with *Sports Illustrated* magazine, NBC Radio plans to present a sports feature on this *Monitor* segment.

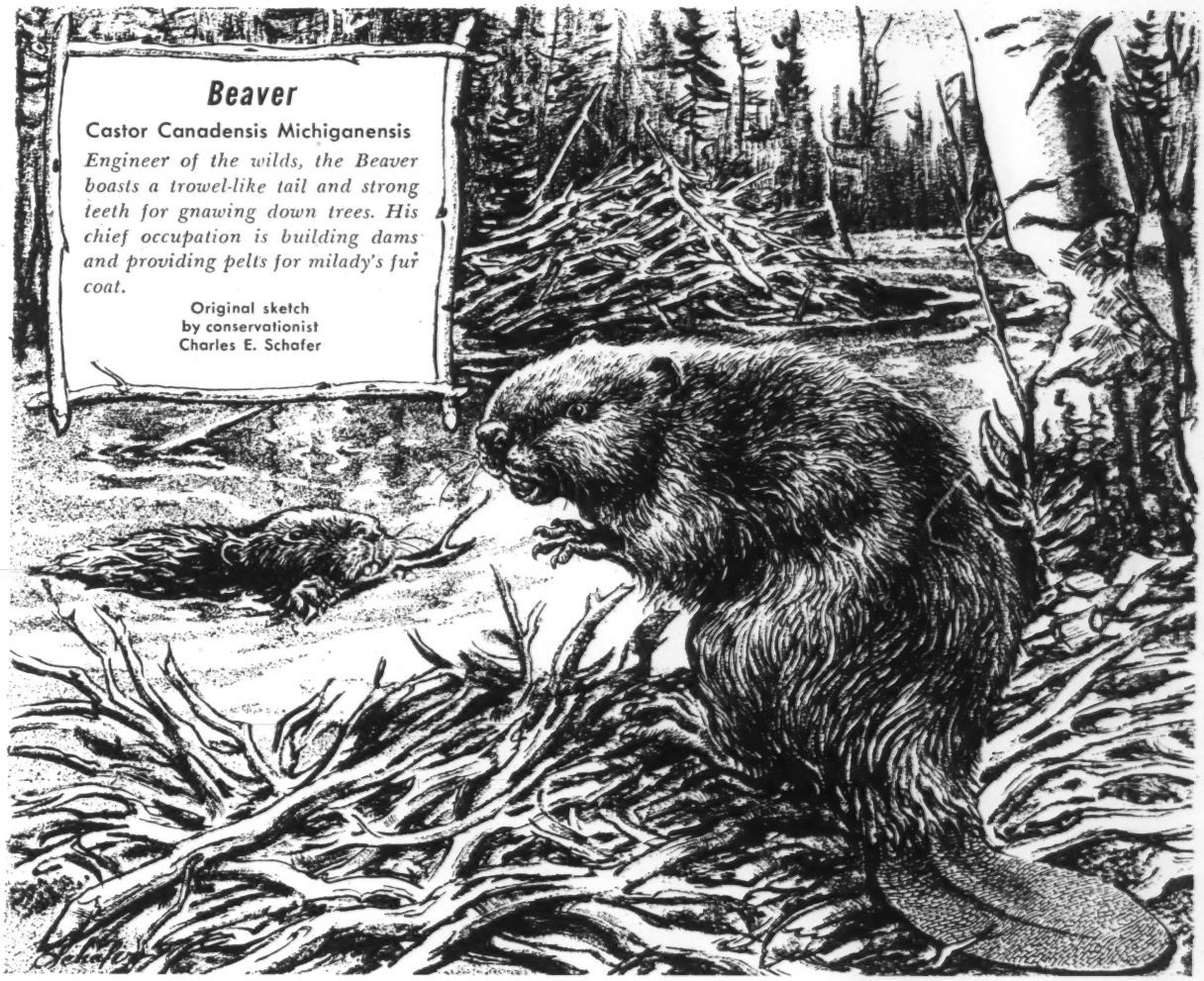
NOTE TO FLATBUSH

PERHAPS baseball's stars of 1977 will cultivate their voices to salute the bleachers in high C. According to NBC President Robert W. Sarnoff, writing on "New Horizons for an Old Art" in the January issue of *Opera* (theatre arts magazine), Americans in another 20 years will be spending more money to attend their favorite opera performances then they will to attend baseball games. The article details the story behind the NBC Opera Co. (both on tv and on its tour of major U. S. cities).



BACKING UP NBC Director of News William R. McAndrew (foreground) at the network's news conference Jan. 4 [B•T, Jan. 7] are 75 editors from affiliate stations. These and others representing NBC's 188 radio affiliates have been named accredited correspondents, becoming part of the new "hot line" service developed to keep stations in constant touch with the network. In New York newsmen were briefed on this and the new hourly five-minute newscasts beginning today (Monday). Another meeting highlight was announcement of the new Earl Godwin Memorial Award.

NOW
DO-IT-
YOURSELF
ADVERTISING
ANNOUNCEMENT
FROM tpa
see page 51


Beaver
Castor Canadensis Michiganensis
Engineer of the wilds, the Beaver boasts a trowel-like tail and strong teeth for gnawing down trees. His chief occupation is building dams and providing pelts for milady's fur coat.
Original sketch by conservationist Charles E. Schafer

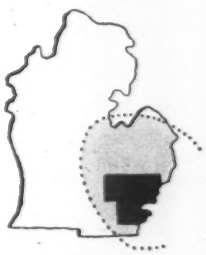
Put your money where the people are

Broadcasting to beavers gets you nowhere—but pleasing people makes cash registers sing with joy.

WWJ's new Hi-Fi signal, personalities, news coverage, and feature programming concentrate on *people*—the big-earning, big-spending folks in southeastern Michigan to whom WWJ is a constant companion and trusted friend.

Bow to beavers when you're on a holiday. Use WWJ when you're bidding for sales.

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying income is within WWJ's daytime primary area. In the Detroit area alone, over 3½ million people drive nearly 1⅓ million cars and spend over $5 billion annually for retail goods.



WWJ AM AND FM **RADIO**

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.

DOMINANCE

There are all kinds, and anyone interested in syndicated film dominance knows where to look in Southern California.

ARB says, month after month, that KTTV carries 8 or 9 out of the top 10 syndicated film shows in Los Angeles! And remember, Los Angeles is a 7-station market.

Couple this with KTTV's acknowledged lead in feature films—the nightly MGM Million Viewer Theatre, the Colgate Theatre (No. 1 in L.A. Nov. Pulse among all programs, local or network) and 20th Century-Fox Theater.

Add the extra strength of KTTV's local selling personalities and its unmatched News and Special Event coverage.

It adds up to dominance...

Yes, Southern California is different, and the difference is KTTV!

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV

ABC EXECUTIVE CHANGES MADE

- **Appointments, promotions, resignation are involved**
- **Shifts include Mitchell, Wyatt, Cohen, Abry, Aubrey**

ABC went through another series of executive changes last week, encompassing appointments, promotions, resignations.

• John H. Mitchell, vice president and special assistant to Leonard H. Goldenson, president of the parent AB-PT, was named general manager of ABC-owned KGO-AM-TV San Francisco, taking over immediately from Vice President James H. Connolly [CLOSED CIRCUIT, Jan. 7].

MR. MITCHELL

• Eugene C. Wyatt, formerly with ABC and other radio-tv organizations but more recently in private business in Tennessee, was named to the newly created post of ABC-TV national program sales manager in an appointment being announced today (Monday).

MR. WYATT MR. AUBREY

• Harold D. Cohen resigned as director of business affairs for the ABC legal department to join Ashley-Steiner, New York program and talent agency, and Charles R. Abry resigned as ABC-TV national sales manager.

• James T. Aubrey Jr., named head of ABC-TV programming and talent last month [B•T Dec. 17, 1956], was elevated to vice president in charge of programming and talent.

In announcing the appointment of Mr. Mitchell to succeed Mr. Connolly in San Francisco, Mr. Goldenson said there would be "close cooperation" between Mr. Mitchell in the bay city and Earl J. Hudson, vice president in charge of the ABC western division and the ABC-owned KABC-AM-TV Los Angeles.

"This intensified cooperation will make possible a greater interchange of local programming between our Los Angeles and San Francisco stations and will give added strength to ABC's regional television network on the West Coast," he asserted. "The appointment of Mr. Mitchell in no way affects Mr. Hudson's position or responsibilities for our television and radio network headquarters in Los Angeles or for the operation of KABC-TV and KABC . . ."

He said operation of the San Francisco stations under Mr. Hudson will continue to be "autonomous and independent of divisional headquarters in the area."

Mr. Hudson, he said, will have supervision of "the extensive $10 million expansion plan of ABC's network television center in Los Angeles, scheduled for completion within the next three years."

Messrs. Hudson and Mitchell both "have been associated as executives with United Paramount Theatres, prior to the acquisition of ABC by UPT in February 1953, and both fully understand my plans and hopes for expansion of our west coast stations and the regional television network," Mr. Goldenson asserted.

Mr. Connolly's plans were not disclosed. It was understood he would receive substantial severance benefits.

Mr. Mitchell joined the AB-PT (UPT) organization through Balaban & Katz in 1931. After several years in the theatre end, he was named general manager of Balaban & Katz' WBKB (TV) Chicago in 1948. With the UPT-ABC merger he was named vice president and general manager of WBKB. He transferred to New York in mid-1953 to head ABC's WABC-TV and subsequently became vice president in charge of ABC-TV, the post he held until Oliver Treyz was moved into that spot in the top-level reorganization last October.

Mr. Wyatt, newly named ABC-TV national program sales manager, will assume his duties March 4, according to the announcement by Slocum Chapin, sales vice president. Mr. Wyatt currently is president of Midstate Inc., an appliance firm in Dickson, Tenn., but has had wide experience in broadcasting.

He was one of ABC-TV's first account executives, serving from 1948 to 1951, and is credited with some of that network's pioneer sales.

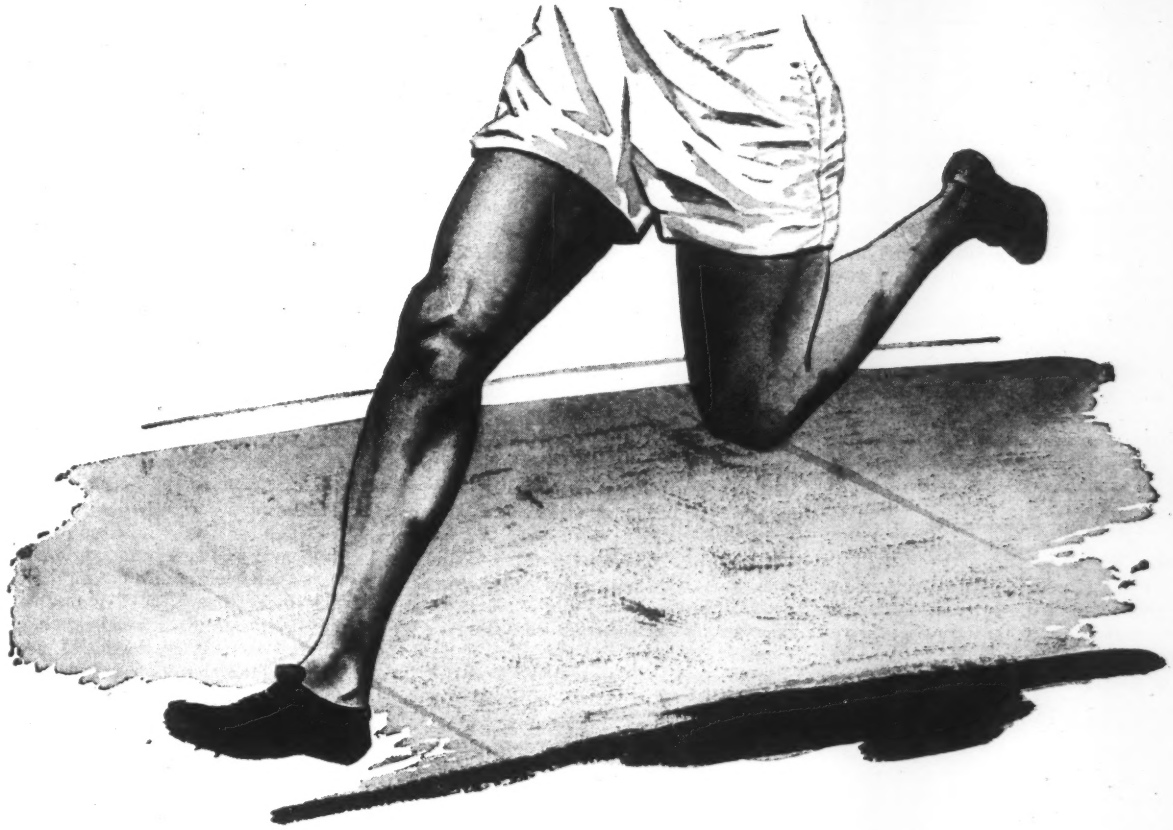
Mr. Cohen, who resigned as the legal department's business affairs director, will be agent and negotiator of talent contracts for Ashley-Steiner, starting Jan. 21. A veteran of some seven years in talent representation, he was with Ashley-Steiner before joining ABC in February 1956.

Mr. Abry, resigning as ABC-TV national

NEWSY NEIGHBORHOOD

In Port Huron let WHLS the community-minded station—featuring 4 full time newsmen—deliver your message between newsbreaks.

WHLS
Where local "know-how" delivers the local touch.
PORT HURON, MICHIGAN
Represented Nationally by Gill-Perna
For Detroit — Michigan Spot Sales



*YOU MIGHT RUN 12 MILES IN AN HOUR**—

BUT . . . YOU NEED WKZO RADIO TO COVER GROUND IN KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN!

6-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—MARCH, 1956
SHARE OF AUDIENCE—MONDAY-FRIDAY

	6 a.m. 12 noon	12 noon 6 p.m.	6 p.m. midnight
WKZO	**37%**	**34%**	**32%**
Station B	19	19	19
Station C	8	9	9
Station D	7	7	7
Others	29	31	32
Sets-In-Use	23.0%	23.0%	19.4%

NOTE: Battle Creek's home county (Calhoun) was included in this Pulse sampling and provided 30% of all interviews. The other five counties: Allegan, Barry, Kalamazoo, St. Joseph and Van Buren.

Coverage that's persistent and consistent—that's what you can expect from 5000-watt WKZO, CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan.
Pulse figures show that WKZO leads in all 72 daily quarter hours—*actually gets more listeners than any other TWO stations combined!*

Ask your Avery-Knodel man for full details.

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO

CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

** Emil Zatopek of Czechoslovakia ran 12 miles and 809 yards in one hour in 1951.*

sales manager, reportedly was offered another post with the network but declined. He joined ABC in 1951 as an account executive, became eastern sales manager the same year, and was named national sales manager in February 1953. He formerly was with the DuMont tv network and, before that, was associate producer of *Young America Magazine* and an officer of Young America Films.

Mr. Aubrey's election to a vice presidency was not unexpected. Plans for his elevation to that post were announced when he was named head of ABC-TV programming and talent last month to succeed Robert F. Lewine, who had resigned to join NBC. Mr. Aubrey moved to his new post from that of manager of network programs for CBS-TV in Hollywood.

Four Elected to Represent ABC Radio Affiliates Districts

RESULTS of balloting in four districts for representation on the ABC Radio Stations Affiliates' Advisory Board are being announced today (Monday) by Edward J. DeGray, national director of station relations for ABC Radio.

J. P. Williams of WING Dayton, and T. B. Lanford of KALB Alexandria, La., were re-elected as representatives of Districts 2 and 4 respectively. J. S. Younts of WEEB Southern Pines, N. C., was named to succeed A. D. Willard Jr. of WGAC Augusta, Ga., in Dist. 8, and William C. Grove of KFBC Cheyenne, Wyo., was elected to succeed Frank C. Carman, KLUB Salt Lake City, in Dist. 6. The elections are for two years ending Dec. 31, 1958.

Representatives of uneven numbered districts were chosen a year ago, also for two-year terms. They are: Simon Goldman of WJTN Jamestown, N. Y., Dist. 1; Ben A. Laird, WDUZ Green Bay, Wis., Dist. 3; C. B. Locke, KFDM Beaumont, Tex., Dist. 5, and James W. Wallace, KPQ Wenatchee, Wash., Dist. 7.

NBC-TV Syndication Of 'Project' Pondered

NBC-TV, pleased by the sales success at the local level of its *Victory at Sea* filmed "telementaries," is looking into the possibility of syndicating its *Project XX* series in somewhat similar manner, B•T learned last week.

California National Productions, the NBC subsidiary handling film production and distribution including the *Victory* series, is considering the distribution of six of the *Project XX* programs to local stations for participating sponsorship. The six are "Nightmare in Red," "The Twisted Cross," "The Great War," "The Jazz Age," "Call to Freedom" and the as-yet-to-be network-exposed "The 'Thirties," which will complete the "Great War-Jazz Age-'Thirties" trilogy. Cost of the series would probably be determined market-by-market, it was reported, with kick-off date planned for late this year or early next year.

The idea of syndicating *Project XX*, according to the staff's programming and promotion director, James Nelson, would be to prove that so-called "prestige documentaries" can prove to be salesworthy at a very low cost to stations that would ordinarily not be able to afford high-priced programming. "In effect," Mr. Nelson notes, "low-budget stations could then go after local business with a network calibre program."

The *Project XX* series, heretofore shown on NBC-TV under sponsorship of such clients as Armstrong Cork Co., RCA Victor and North American Philips Co., is currently being placed in such foreign markets as Denmark, Holland, Sweden, Japan, Austria, Germany, Australia and Italy through NBC's newly-established International Div., headed by Romney Wheeler out of London.

Much of the syndication planning now underway, however, hinges on several previous considerations. Among them: the possibility that NBC-TV may take five of the six programs and repeat them as a sustaining summer replacement series or under additional network sponsorship. "The idea," said Donald Hyatt, *Project XX's* associate producer, "is to get as much network mileage out of the series as possible."

ABC Said to Be in Line To Get Wallace's Services

THE STATUS of Mike Wallace's future in television became the tic-tac-toe diversion of the entertainment business in New York last week.

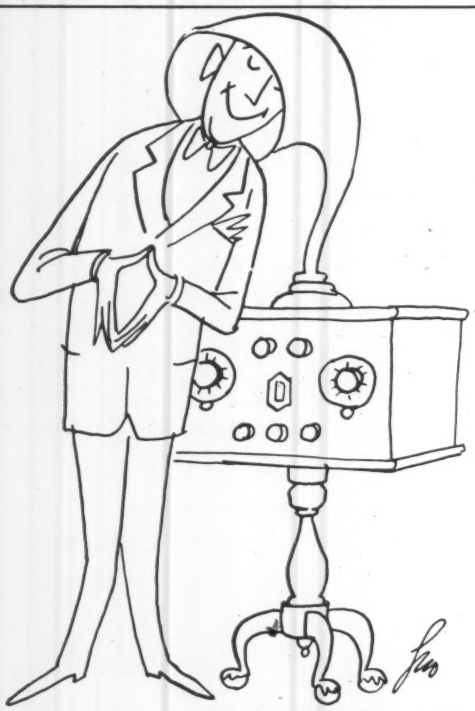
Mr. Wallace reportedly is signing with ABC-TV after having achieved nightly tv success on *Night Beat*, program on WABD (TV) New York featuring Mr. Wallace's lively interviews of celebrites [CLOSED CIRCUIT, Jan. 7].

ABC withheld official comment, but it was understood Mr. Wallace's contract would call for his exclusive services to the network. News articles last week hinting that *Night Beat* along with Mr. Wallace would go over to the network (ABC owns and operates WABC-AM-TV in New York) brought a "clarification" Wednesday by Ted Cott, vice president and general manager of DuMont Broadcasting Corp. (WABD).

Mr. Cott stated *Night Beat* was "conceived and created by the staff of WABD" and was DuMont's property. He explained that Mr. Wallace has been under a two-year contract since October 1955 and was "selected for this program." Producer is the station's news and special events department headed by Ted Yates Jr.

The contract, which also includes Mr. Wallace's handling of a 7 p.m. news show, calls for his services on *Night Beat* for another five months. "In recent weeks," Mr. Cott said, "there has been a great deal of interest in Mr. Wallace's services, and Mr. Wallace is free to discuss his future with any organization, subject to his present commitments to WABD."

Mr. Cott said WABD intends to continue the program on the station with Mr. Wallace if he chose to remain, or with some other "personality."



Folks feel close to **WWDC** Radio

"1st in Washington, D.C., 6 A.M. to 6 P.M., 7 days a week"—Sept. Oct. '56 Pulse

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

RAB SALES CLINICS START JAN. 21

A SERIES of area sales clinics for member stations of the Radio Advertising Bureau will get underway Jan. 21 and conclude March 1, with six bureau executives conducting sessions in 52 cities across the country.

In announcing the 1957 clinics, RAB predicted that more than 2,500 radio salesmen from 600 local stations would attend the cross-country swing.

On the clinic tour will be RAB President Kevin Sweeney, John F. Hardesty, vice president and general manager; Sherril Taylor, vice president and director of promotion; Arch L. Madsen, director of station services; James H. Shoemaker, manager of membership, and Warren J. Boorom, manager of promotion.

A six-part program, including case histories, a basic presentation, a "station sales manual," success stories, a treatment on local level selling and a presentation on "What Is RAB?", has been scheduled.

Two clinics will be held on Jan. 21—one in Miami, Fla., and the other in Raleigh, N. C. The clinics are scheduled to end on March 1 with sessions that day at Phoenix, Ariz., and Seattle, Wash. The full schedule, dates and cities, follows:

Jan. 21, Miami, Fla., and Raleigh, N. C.; Jan. 22, Tampa, Fla., and Charlotte, N. C.; Jan. 23, Atlanta, Ga., and Charleston, W. Va.; Jan. 24, Birmingham, Ala., and Knoxville, Tenn.; Jan. 25, New Orleans, La., and Memphis, Tenn.; Jan. 28, Portland, Me., and Albuquerque, N. M.; Jan. 29, Albany, N. Y., and San Antonio, Tex.; Jan. 30, Syracuse, N. Y., and Houston, Tex.; Jan. 31, Buffalo, N. Y., and Fort Worth, Tex.; Feb. 1, Oklahoma City, Okla.; Feb. 4, Minneapolis, Minn.; Feb. 5, Milwaukee, Wis., and Cincinnati, Ohio; Feb. 6, Chicago, Ill., and Pittsburgh, Pa.

Feb. 7, Peoria, Ill., and Scranton, Pa.; Feb. 8, St. Louis, Mo., and Boston, Mass.; Feb. 11, Wichita, Kan., and Indianapolis, Ind.; Feb. 12, Kansas City, Mo., and Fort Wayne, Ind.; Feb. 13, Omaha, Neb., and Detroit, Mich.; Feb. 14, Des Moines, Iowa, and Grand Rapids, Mich.; Feb. 15, Davenport, Iowa, and Cleveland, Ohio; Feb. 18, Philadelphia, Pa.; Feb. 19, Washington, D. C.; Feb. 20, Richmond, Va.; Feb. 21, Norfolk, Va.; Feb. 25, Portland, Ore., and Denver, Colo.; Feb. 26, San Francisco, Calif., and Salt Lake City, Utah; Feb. 27, Fresno, Calif., and Boise, Idaho; Feb. 28, Los Angeles, Calif., and Spokane, Wash.; March 1, Phoenix, Ariz., and Seattle, Wash.

Broadcasters, Others to Speak At South Carolina Assn. Meet

ANNUAL convention of South Carolina Radio and Tv Broadcasters Assn. will be held this Wednesday and Thursday (Jan. 16-17) at the Columbia Hotel, Columbia, with a number of broadcasters and speakers from related industries on the program. Convention co-chairmen are Charles Pittman, WCOS, and C. Wallace Martin, WMSC, both Columbia.

Tom McGee, board chairman of Aug. W. Smith Co., one of the South's large department stores and a radio user, will tell how the store puts most of its budget into the medium [B•T, Oct. 18, 1954]. Wilson Wearn, WFBC-AM-TV Greenville, will report on work of the association's wage-hour committee and John G. Forsyth, of the Dept. of Labor, will answer wage-hour questions.

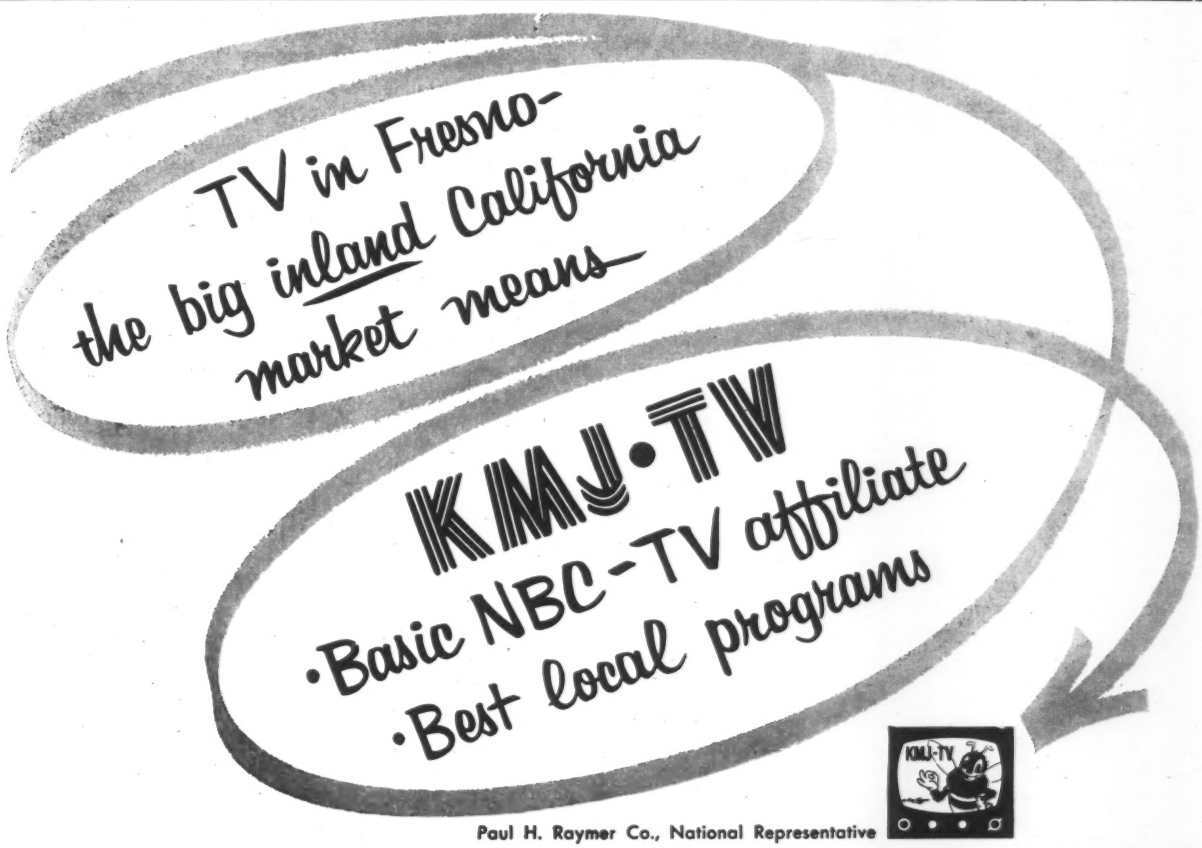
Arthur C. Schofield, vice president of Storer Broadcasting Co. in charge of advertising and sales promotion, will speak on "The Schofield Seven." Other speakers include John F. Meagher, NARTB radio vice president, and Elmo Ellis, WSB Atlanta, the latter discussing the station's *Nite Beat* news show.

TvB PREDICTS RISE IN VIDEO AD OUTLAY

- **'57 forecast: $1,475,000,000**
- **Made at presentation in Dallas**

ADVERTISERS this year will spend an estimated $1,475,000,000 in television, including time, talent and production.

This prediction was made Tuesday by Television Bureau of Advertising before Dallas Advertising League members, telecasters and agency executives at a meeting in that Texas city. The estimate was revealed



in advance of TvB's wide-screen presentation of "Beyond the Motion Barrier," similiar to the one given last November at the Waldorf-Astoria in New York.

According to the TvB breakdown, tv advertisers can be expected to spend $720 million in network, or 12% more than last year; $389 million in spot, or 20% more, and $366 million in local, or an increase of 36%.

At the Texas meeting were TvB's President Norman E. (Pete) Cash and Vice President Gene Accas.

Mr. Cash, in introducing the presentation to the Texans, pictured spot tv as of growing importance to Texas national and regional advertisers.

Said Mr. Cash:

"In the four quarters that we have covered thus far in TvB's regular quarterly reports (October 1955 through September 1956), we find that nearly $18.5 million was invested in the Texas market, or Texas stations, for spot television advertising. The figure is for time costs only. This figure, of course, does not include either local television investments, or the pro-rated Texas share of network tv investments.

"In addition to being the number one oil-producing state in the country, as all good Texans know, Texas stands high in the activity of gasoline and oil advertisers in spot television.

"Eight different gasoline and oil advertisers were represented in spot tv during the four quarters we have studied, with Humble Oil spending nearly 20% of all this money in the state."

Setting his focus on "Main Street" or the area of local advertising, Mr. Accas observed that this was where "some 40% of the advertising budgets are decided." He noted that "education" of the retailer in the "why and how" of tv use was one of the bureau's "prime activities," that there are definite signs that tv will "make great strides [in 1957] in securing larger proportions of these local budgets."

W. D. (Dub) Rogers Jr., of KDUB-TV Lubbock and KPAR-TV Sweetwater-Abilene, who is TvB board chairman, introduced the speakers. TvB's wide-screen presentation compares tv's effectiveness with that of other media, principally newspapers.

Oscar Elder Joins RAB As Press Information Chief

OSCAR ELDER, account executive with the Washington, D. C., public relations firm of Robert K. Richards, will join Radio Advertising Bureau on Feb. 1 as director of press information, RAB President Kevin B. Sweeney announced last week.

MR. ELDER

Mr. Elder will serve as liaison between RAB and the broadcasting and business trade press. He reports to RAB Vice President and General Manager John F. Hardesty.

FOOTBALL TV LIMIT STAYS, RULES NCAA

- **Tv unit favors '56 plan**
- **Approval considered sure**

CONTINUATION of controls over the nation's college football tv diet seemed assured Thursday on the basis of recommendations by the outgoing television committee of the National Collegiate Athletic Assn. at its annual convention in St. Louis.

Prospect of a restrictive tv program for the seventh consecutive year needed only the formality of a convention voice vote Friday to become a reality. If adopted, a new tv committee will work out actual details of the plan, expected to be similar to that in operation last fall which called for national and regional tv playing dates.

Possibility of opposition by the Big 10, and perhaps other conferences, failed to materialize Thursday, though a Western Conference representative said that the Big 10 will seek changes once the new committee is installed. The conference formally will press one restriction by NCAA within the framework of general controls—a limitation on number of appearances (3) by any one school, whether national, regional or local. According to William Reed, assistant Big 10 commissioner, schools or conferences would be free to negotiate their own rights with tv networks [AT DEADLINE, Dec. 10, 1956]. The combination national-regional plan has been in effect the past two years.

Expresses Satisfaction

The 1956 NCAA tv committee reported it was generally satisfied with the football tv program this past year and recommended that all "forms of possible programming should be explored." It also urged the new committee to study closely new developments involving pay tv and closed-circuit television and give them serious consideration. Recommedations and conclusions are virtually the same as those made by the 1955 tv unit. Howard Grubbs, Southwest Conference, headed the 1956 group.

In its report, the committee concluded that "sponsor reaction upon completion" of this fall's series was "most favorable" in terms of games selected for the schedule and "methods of presentation." The "absence of complaints" was taken by the committee to mean that NCAA's control program made "good progress" this past year, the committee added.

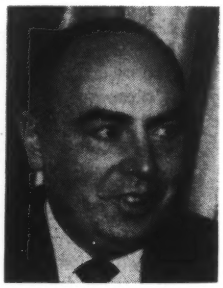
The group also claimed public acceptance of the 1956 plan to an even greater extent than was the case for NCAA programs in previous years. The public recognized the need for controls, liked the schedule and accordingly approved, the committee claimed. The schedule comprised eight national and five regional Saturday telecasts.

The new NCAA tv committee was to be appointed this past Saturday, setting the wheels in motion for a mail referendum vote, creation of the 1957 plan, committee hearings for member schools and discussions with networks on rights and scheduling of games.

Another NCAA committee reported its conclusion that "there doesn't seem to be any need" for controls over televising basketball.

George Severn Smith New FCBA President

A one-time clerk in the old Federal Radio Commission was elected president of the Federal Communications Bar Assn. Friday. He is George Severn Smith, of the Washington law firm of Segal, Smith & Hennessey. Mr. Smith succeeds George O. Sutton as president of the communications bar group.



MR. SMITH

Other officers elected at the FCBA annual meeting Friday afternoon were William C. Koplovitz, first vice president; Leonard H. Marks, second vice president; Norman E. Jorgensen, secretary; J. Roger Wollenberg, assistant secretary, and David S. Stevens, treasurer. Harold Mott and Verne R. Young were elected to the executive committee, succeeding Robert M. Booth Jr. and Jeremiah Courtney. Remaining members of the executive committee are Donald C. Beelar, Henry G. Fischer, W. Theodore Pierson and Thomas W. Wilson.

Mr. Booth, nominated from the floor for second vice presidency, was defeated 37 to 29 by Mr. Marks.

Engineers' Session to Discuss Color, Translators, Satellites

COLOR tv, translators and satellites and automatic program control for tv stations are among the subjects to be discussed at the winter general meeting of the American Institute of Electrical Engineers Jan. 21-25 at New York's Hotels Statler and Sheraton McAlpin. All tv papers will be presented Friday, Jan. 25, with Oscar B. Reed Jr., Jansky & Bailey, and J. B. Coleman, RCA, presiding at the morning and afternoon sessions respectively.

Program calls for following papers: "Color Television Switching System," Edward Pores, NBC; "Color Tv Recording Employing Lenticular Film," R. D. Kell, RCA Labs.; "Color Television Picture Reproducers," Peter C. Goldmark, CBS Labs.; "Tv Translators and Satellites," Edward Galuska, Adler Communications Labs.; "Transistorized Television Cameras Using the Miniature Vidicon," Leslie E. Flory, RCA Labs.; "Control of Spurious Radiation from Fm and Tv Broadcast Receivers," Richard J. Farber, Hazeltine Research Corp., and "Automatic Program Control for Tv Broadcasting," A. C. Angus, GE.

AAW Sets Conference Jan. 18

THE MIDWINTER conference of the Advertising Assn. of the West has been scheduled Jan. 18-20 at the Mirimar Hotel, Santa Barbara, Calif.

Systems Dept. Formed By RCA; Jolliffe Head

RCA has established a special systems and development department devoted to the planning and development of broad electronic systems for future military needs, it was announced last week by Theodore A. Smith, executive vice president, RCA Defense Electronic Products. Dr. C. B. Jolliffe, vice president and technical director, has been named manager of the new department.

Others appointed to executive posts in the new unit are A. W. Vance, chief systems engineer; G. L. Dimmick, chief development engineer; A. C. Gay, manager, projects engineering, and Dr. E. W. Pritchard, administrative engineer.

The new department, Mr. Smith said, will embrace systems engineering groups of the David Sarnoff Research Center, the general engineering development section of the Defense Electronic Products organization, an RCA advanced development engineering group which has concentrated on new electronic techniques and on mechanical and optical devices associated with electronics.

Mr. Smith pointed out that RCA long has maintained groups devoted to such electronic projects as airborne fire-control and missile launching systems, communications and data handling and said the special systems and development department will enable RCA to "continue its research and development activities in these areas and to increase significantly its capabilities for new electronic systems of an advanced nature."

Dr. Jolliffe has been active in electronics engineering for many years, and served early in his career as acting chief, radio section, U. S. Bureau of Standards and as chief engineer of the FCC. He joined RCA in 1935 and progressed to such posts as chief engineer of the RCA labs, executive vice president in charge of RCA labs and, in 1951, to vice president and technical director. He also is a member of the board of directors of RCA, NBC and RCA Communications Inc.

Aerojet-General Produces Film, Sponsors First Station Showing

AN UNUSUAL arrangement was made known last week whereby a manufacturer that produced a series of film tv programs is sponsoring the first 13 weeks on a Washington, D. C., station and then releasing the films for general sponsorship throughout the country.

Aerojet-General Corp., Azusa and Sacramento, Calif., maker of rocket engines (and a subsidiary of General Tire & Rubber Co., Akron, Ohio—which in turn owns RKO Teleradio Pictures Inc.), is the company. It produced a 13-episode series entitled *On Guard*, on the military services which it is sponsoring on ch. 9 WTOP-TV Washington, D. C. The series began yesterday. After the initial series has completed its run on WTOP-TV it will become available for sponsorship on other stations throughout the country. The films (each costing from $20,000 to $25,000) were made under the direction of W. H. Taft, Aerojet-General advertising manager. Narrator for the series is Lowell Thomas Jr.

According to Mr. Taft, if the Washington showing seems to indicate sufficient viewer interest, a second group will be made by Aerojet.

Aerojet's president is Dan D. Kimball, former Secretary of the Navy (1950-53).

TelePrompTer, GPL Sign Large-Screen Contract

TELEPROMPTER Corp., New York, has arranged a long-term contract with General Precision Labs amounting to more than $1 million for large-screen, closed-circuit tv projection equipment, it was announced last week by Irving B. Kahn, TelePrompTer president.

TelePrompTer entered the closed-circuit field recently with the acquisition of Sheraton Closed-Circuit Television Inc. The contract with GPL calls for the purchase of 100 units immediately and additional units to be procured by TelePrompTer at a later date. The companies also concluded a separate transaction under which TelePrompTer will become the only national distributor for the GPL projection systems and allied closed circuit equipment.

GPL's large screen projection systems are scheduled for delivery beginning this week.

THIS is one of 100 large-screen, closed-circuit tv units purchased by TelePrompTer from General Precision Labs. The equipment is demonstrated for Irving B. Kahn (c), TelePrompTer president, by James W. Murray (l), executive vice president and general manager of GPL, and Hermann G. Place, president and chairman of GPL parent organization, General Precision Equipment Co.

Mr. Kahn said TelePrompTer then will commence "full-scale network operation in the group communications field." The systems will be deployed strategically through the United States, he added, so they can be set up speedily for use in all types of closed circuit television sessions in hotels, theatres, auditoriums and other places of public assembly.

Functional Video Sets Star at Chicago Show

INNOVATIONS in functional design of receivers, with emphasis on portable radio-tv set models, were of major interest at the International Home Furnishings Show in Chicago last week as manufacturers unveiled their new lines.

A current trend toward furniture stylings in receivers and increased interest in high fidelity combinations also was evidenced at the market, which opened in the Merchandise Mart last Monday. Set-makers seemed to agree the tv set has moved from the decorative to the functional stage, partly because of remote control devices. Transistor radios also captured public fancy along with the new RCA Whirlpool electronic kitchen. [B•T, Jan. 6].

With refinements and new developments came predictions that tv set sales will hold up well, if not sensationally, during 1957.

Color tv received its heaviest exposure yet for any Home Furnishings Show in Chicago, with five set manufacturers receiving direct closed-circuit feeds from NBC-owned WNBQ (TV) and buyers viewing actual network and local programming. Special service was fed to showrooms of RCA Victor, Motorola, General Electric, Westinghouse Electric Corp. and Admiral Corp. Service was coordinated by Howard W. Coleman, manager of WNBQ color sales development, and equipment was installed by RCA Service Co. Feeds are being made from 10 a.m. to 6 p.m. daily during the 12-day show.

L. C. Truesdell, vice president in charge of sales, Zenith Radio Corp., told a news conference that present tv inventories are overly heavy but will be reduced this year. He claimed set prices are at least 10% too low now and will be upgraded with the benefit of hard selling. He reported a rise in sale of high fidelity equipment.

Mr. Truesdell also charged that the Dept. of State is building up industries in foreign countries with American money to the detriment of U. S. firms, particularly in the case of fm receivers.

Over-production and price-slashing resulted from actions of some manufacturers who failed to operate in a "mature" manner, Mr. Truesdell further observed, pointing out that well over a dozen companies creased tv production last year.

Distributors to Hold Seminar

LEADING manufacturing executives will participate in a distributors' seminar, to be held Jan. 18-20 in Hollywood, Fla. Plans for the three-day sessions, sponsored by National Electronic Distributors Assn. and Electronic Industry Show Corp., include talks by representatives of RCA, Raytheon Mfg. Co., Sylvania Electric Co., General Electric Co., CBS-Hytron and other firms. Regional conference will discuss electronic trends, credit pools, inventory control and financial planning.

Galvin Expects Portables, Color To Boost Motorola 10% in '57

MOTOROLA Inc. expects to improve upon its $220 million sales peak by about 10% in 1957, with emphasis on portable radio-tv receivers and stimulated color television activity, President Robert W. Galvin told a distributors meeting in Miami Beach Jan. 4.

Claiming that Motorola held its own in tv sales during 1956, Mr. Galvin predicted his company would have a "strong program in portable television" this year, perhaps ahead of the industry trend. Portables will account for some 2.5 million of a total 6.8 million receivers (slightly down from the 7.1 million in 1956) in 1957 and last year's 150,000 color set sales will be doubled, he estimated.

"Motorola is producing and moving color sets daily," he reported. "We can build to the market demand as it grows. I expect that our production will be in the thousands during the winter months."

Olympic Reports Sales Increase

OLYMPIC Radio and Television Corp. announced last week that sales in 1956 were approximately 22% over those in 1955, and attributed the increase to expanded distribution and to concentration on units that are profitable to dealers.

Morton M. Schwartz, Olympic vice president in charge of sales, explained that in 1956 the company directed its sales efforts toward the sales of large radio-television-phonograph units and to three-way combinations. Based on the company's growth to date, he continued, the target for 1957 is sales amounting to from 20 to 25% over 1956.

Ampex Appointment of Sackman As General Manager Announced

ROBERT SACKMAN, vice president and manager of instrumentation division, Ampex Corp., Redwood City, Calif., has been elected general manager of the corporation, according to an announcement by George I. Long, president of the recording equipment firm.

MR. SACKMAN

The new general manager, formerly head of a Defense Dept. branch devoted to research and development of recorders and data-processing systems, joined Ampex in 1953 to establish and manage the firm's Washington district office.

RCA Appoints Eight

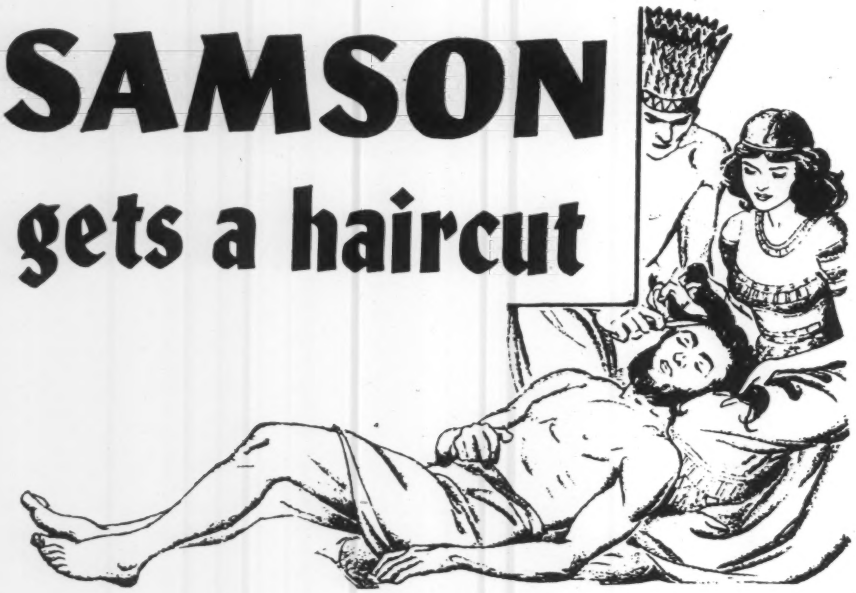
NEW managers for eight service regions have been announced by Technical Products Service Dept., RCA Service Co. Managers will be responsible for all field service and installations of technical products department encompassing broadcast station equipment and two-radio systems. Appointees are: B. D. Bachin (New York), M. E. Wheaton (Philadelphia), C. L. Swinney (Atlanta), W. W. Gilreath (Dallas), E. D. Van Duyne (Kansas City), F. W. Hamre (Chicago), H. M. Madison (Hollywood) and F. E. Fisbie (Cleveland).

Furlong Joins DuMont Division

ROBERT G. FURLONG, North Atlantic Div. district manager of Philco Corp. in New York, has been named marketing manager of Allen B. DuMont Labs Receiver Div., Clifton, N. J., it was announced last week by William C. Scales, sales manager of the division. He had been with Philco since 1949, serving in various capacities in the New York, Chicago and Philadelphia operations.

MR. FURLONG

SAMSON gets a haircut



Poor soil conductivity can make a coverage weakling out of the most efficient 50 KW transmitter. On the other hand, *top* soil conductivity can turn a lower powered station into a coverage GIANT.

Located in America's highest rated conductive soil, WIBW's 5 KW signal smashes out 200 miles in every direction — over *twice* as far as 50 kilowatts could reach grounded in poor soil.

Moral: Power Alone Is Not Enough

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
Rep: Capper Publications, Inc.

Our 30th Year

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

To Editors and Commentators:

Subject: TAX RELIEF WITHOUT LOSS OF TAX REVENUE

An official of the United States Treasury Department was asked at a Congressional hearing on December 10 whether his department would oppose any reduction in federal taxes in 1957. He replied, "Involving a net loss of revenue, yes."

There are two taxes which could be repealed without substantial net loss to the government and with even the possibility of a net revenue gain. These are the excise taxes on transportation which add 10 per cent to passenger fares and 3 per cent to freight charges. These taxes -- levied during World War II, partly to discourage the use of overburdened public transportation facilities -- are on the users of transportation, not the carriers.

The taxes now yield about $700 million annually in revenue. This does not mean, however, that the government collects $700 million more than it would if the taxes were repealed because:

(1) A major part of the transportation taxes is deductible as business expense and hence reduces the amount which the government would otherwise collect through income taxes.

(2) The transportation taxes are a heavy drag on commerce, reducing the flow of business and thereby decreasing further the amount of net income subject to income tax.

What the government would gain in tax revenue as a result of the benefits to the entire economy which would come from repeal of these taxes cannot be estimated exactly. These benefits would be cumulative in their effect. They would be felt in lower mark-ups and prices at each stage of the movement of goods, through production, wholesaling and retailing. They would flow from the act of simple justice in removing the manifold discriminations inherent in these taxes -- discrimination against the shipper and passenger who must use public transportation and in favor of those who can provide their own; discrimination against the long-haul shipper seeking to compete with the short-haul shipper in common markets; discrimination against United States shippers and in favor of foreign shippers, to whom the tax does not apply.

While these taxes bear unevenly upon some, they are paid, directly or indirectly, by all. Their repeal would, therefore, benefit more people than almost any other conceivable form of tax relief.

Repeal of the taxes on transportation is supported, through the National Conference for Repeal of Taxes on Transportation, by all forms of transportation, by shippers and travelers, and by numerous other national, regional, and local groups and organizations. It is a measure that is truly in the best interest of all -- truly deserving of the support of all Americans.

Sincerely yours,

William T. Faricy

MANUFACTURING

MANUFACTURING PEOPLE

Walter Channing, manager, Industrial Electronics Div., D. E. Makepeace Co., Attleboro, to Browning Labs., Winchester, both Mass., as vice president, treasurer and director.

Jon B. Jolly, formerly semi-conductor sales manager for CBS-Hytron, appointed eastern regional sales manager for semi-conductor products division of Motorola Inc., with headquarters in northern New Jersey.

John W. Griswold, former planning-development manager, General Motors Corp. in France, recently reassigned to GM Overseas home office in N. Y., named public relations director of GM Overseas Operations Div. He succeeds **Wesley M. Oler,** retired.

Max E. Markell, senior salesman, eastern equipment sales district, RCA Tube Div., and former broadcast engineer, WNEW, WHOM and WHN (now WMGM), all New York, to manager of equipment sales, RCA Components Div.

Donald T. Valentine to merchandising promotion section, electronic products sales dept., Sylvania Electronic Products Inc., N. Y.

Raymond W. Durst, former president of Hallicrafters Co., Chicago, elected director of Notre Dame Alumni Assn. board for three-year term.

PERSONNEL RELATIONS

'OLD, FAMILIAR SCORE' REPLAYED IN AFM PETITION ON TRUST FUND

THE SAME arguments advanced by the recording companies in the late 1940's against the then-new demands of the American Federation of Musicians for royalty payments made not to recording musicians but to a union trust fund were heard again last Thursday in Los Angeles Superior Court. The text was the same. The only difference was that this time the source was not employers but a group of AFM members.

The case, being heard by Judge John J. Ford, concerns the petition of a group of members of AFM Local 47, Hollywood, that a temporary injunction be granted and a receiver appointed to prevent royalty payments by recording companies and motion picture producers from leaving California until after a trial has been held to determine whether these payments should continue to go to Samuel R. Rosenbaum, trustee of the Music Performance Trust Fund, or should be paid directly to the musicians who made the records and films, as plaintiff contends.

Arguing for the rebel Hollywood musicians, attorney Harold A. Fendler stated that the basic principle of collective bargaining is that the employer has an obligation to bargain with his employes or their representatives, but under no circumstances is he required to bargain with non-employes. Similarly, the bargaining agent of the employes must bargain for them alone and not for others. So, Mr. Fendler argued, when the AFM required the recording and motion picture companies to make payments into a fund for all musicians, including the great majority not employed by those companies, it was violating its responsibility to the musicians who were the company's employes.

The total employment of musicians adds up to 53,000 man years, Mr. Fendler said, yet musicians employed in recording and motion pictures total only 1,700 man years, or less than 3%. The total income of all musicians from musical services is $353,000,000 a year, of which only $11,000,000 goes for services in recording and films, again less than 3%. Yet, Mr. Fendler declared, AFM as bargaining agent for this less than 3%, requires employers to make substantial payments for the benefit of those who are employed elsewhere in music. The contention of the Hollywood musicians who make the records and films, he asserted, is that if a benefit arises from services performed, it belongs to the man who performs the services.

'Neutral Defendants'

Argument that the Los Angeles court has "no jurisdiction to proceed in these actions until Samuel R. Rosenbaum, trustee, is personally served in California or until he voluntarily appears," was presented at the opening session of the hearing on Tuesday by Homer Mitchell of O'Melveny & Myers, attorneys for CBS, NBC, RCA, California National Productions, Paramount Pictures and Capitol Records. These companies are all so-called "neutral defendants" in the suit, which seeks to halt the payment of fees for the use of theatrical motion pictures on television to Mr. Rosenbaum, as trustee of the Music Performance Trust Fund, on the ground that they properly should be made to the musicians who performed for the films.

Calling Mr. Rosenbaum an "indispensable party" to the case, Mr. Mitchell's memorandum states that "to proceed without him would violate the rights of the defendant companies under the 14th amendment to the United States Constitution for it is conceivable that this court might render judgment in favor of the plaintiffs and that a New York court, in an action brought by Rosenbaum against the defendant companies [B•T, Jan. 7], might render judgment in favor of Rosenbaum. Then the defendant companies would be required to pay twice.

"If there is to be a contest between plaintiffs and Rosenbaum as to which is the obligee under the contracts wherein defendant companies are the obligors, then

ABC's of ABC

There are more than 3,740 members of ABC—the Audit Bureau of Circulation. Its job: To verify the accuracy of publishers' statements of paid circulation.

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both plaintiffs and Rosenbaum must be parties to the contest," the memorandum says, suggesting that the proper place to litigate the question as to whether payments should be made to Mr. Rosenbaum or to the Local 47 members employed by motion picture companies is New York, "where the plaintiffs can make personal service on Rosenbaum and on most, and probably all, of the defendant companies."

The memorandum notes that "the plaintiffs have attempted to impute dishonesty to the union in negotiating this type of an agreement. If such is the fact, then their cause of action is against the union. They certainly cannot transfer this alleged dishonesty into a contract for their benefit and sue to enforce it. The provisions for payments to Rosenbaum, as trustee, were not for the benefit of the plaintiffs."

Yet, the argument continues, "the plaintiffs seek to have this court make radical changes in these contracts. They want this court to require the defendant companies to pay plaintiffs instead of Rosenbaum as trustee. They want this court to permit plaintiffs to use these funds as they please rather than to devote them to the uses to which Rosenbaum agreed to put them.

"In other words, plaintiffs want this court to impose upon the defendant companies obligations to which they have not agreed. This is not permissible in an action for declaratory relief. Moreover, plaintiffs do not state any facts upon the basis of which this court could 'reform' the existing contracts to impose obligations upon the defendant companies which they have not agreed to assume."

The hearing is the second to be held by Judge Ford on the dispute between Local 47 and its parent organization. Last month [B•T, Dec. 10] Judge Ford granted the Hollywood rebels a temporary restraining order prohibiting phonograph recording companies from making payments into the Music Performance Trust Fund in excess of the basic recording royalty. In addition to the injunctive relief, the plaintiffs in that action also ask "recovery" of $8,587,900 alleged to have been "diverted" by AFM President James C. Petrillo to the trust fund. The action concerning fees on motion pictures made originally for showing in theatres but subsequently released for tv use, also seeks to acquire for the Hollywood musicians $4,668,950 already received by the trust fund in payment of fees for old movies heretofore released to television.

"Neutrals" Seek Dismissal

Affidavits filed on behalf of other "neutral" defendant companies, including NBC, California National Productions, CBS, Paramount Pictures, Warner Bros. Pictures and 20th Century-Fox Film Corp., ask to be dismissed from the suit on the ground that they have not agreed to make any payments into the trust fund and are not signatory to the four agreements with which the action is concerned. These are the television film labor agreements of 1952 and 1954, which called for payment of $25 to each musician employed in the making of a theatrical film at the time of that film's release to television; the Hollywood film trust agreement, stipulating that the trust funds shall be paid 5% of the gross time charges or gross take of stations or networks broadcasting such films, and the 1955 letter amendment to the labor agreement transfering the $25 payments from the individual musicians to the trust funds. That change, effected by President Petrillo and the AFM International Executive Board, is considered the prime motive of the Hollywood local's revolt.

In line with the arguments of the defendant companies for dismissal as not proper parties to the action, an affidavit submitted by Leo Cluesmann, AFM International secretary, states that of 100 such companies named as defendants, only 11 have entered into agreements to make payments to the trustee. Since June 1955, he says, payments to the trust fund instead of to individual musicians have amounted to less than $125,000. On the other hand, he said, since the trust fund started making disbursements for live music in 1950, the earnings of Local 47 musicians have increased progressively. Figured at minimum scale, their combined earnings from all musical services have risen

Movies on TV
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only WAKR-TV HAS THEM IN
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WAKR-TV is the only station received in the Akron Area that carries a regular daily schedule of GOOD MOVIES. The new Selznick, 20th Century Fox and Columbia pictures are widely viewed during class A time!
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*Videodex Sept. 1956
Audio And Video
Movies On TV Steal Audience
By TOM O'MALLEY and BOB CUNNIFF
Beacon Journal Special Writers
NEW YORK—The neighborhood movie house owner who used to scream about the cruel inroads of television on his audience will shortly be joined by TV networks complaining about the audiences stolen away by TV movies. Independent stations all over the U. S. are making deals for old movie classics and if the current trend continues, there's talk that the future of live television would be considerably jeopardized.
The problem, of course, is that sponsors will pay the current whopping price for a live show only so long as a vast audience is there to watch. If everyone, or almost everyone, is off watching an old Warner Bros. product, then they'll clear out of live TV soon enough.
Reprinted from Akron Beacon Journal Sept. 18, 1956
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Radio-Television

NOMINATIONS INVITED

Deadline Feb. 1, 1957

Radio or Television Newswriting: For a distinguished example of newswriting or commentary for radio or television; nominations consisting of either a partial or complete script, broadcast or telecast during the year.

Radio

Radio Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by radio during the year; exhibits consisting of a typewritten summary and recordings or tapes, not exceeding fifteen minutes running time.

Public Service in Radio Journalism: For an outstanding example of public service by an individual radio station or network through radio journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature, not entertainment; commercially sponsored radio programs not being eligible unless produced and controlled by the broadcasting station; exhibits consisting of disc recordings (no tapes) and a typewritten summary mentioning running time of exhibit, not to exceed fifteen minutes.

Television

Television Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by television during the year; exhibits consisting of typewritten summary and if available, a segment or summary of 16 mm. film or kinescope, not longer than fifteen minutes.

Public Service in Television Journalism: For an outstanding example of public service by an individual television station or network through television journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature and not entertainment; commercially sponsored programs not being eligible unless produced and controlled by the broadcasting station; entries consisting of a typewritten summary and if available, a segment or summary of 16 mm. film or kinescope, not longer than fifteen minutes.

Nomination blanks and further information may be secured from:

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from $16,205,000 in 1950 to $20,356,000 in 1955, he testified.

Mr. Cluesmann states that it was the union and not the individual musician that brought about the payment of additional fees for musicians employed in scoring motion pictures when those pictures were sold for tv use. Before this, he says, the musician negotiated a rate of pay for himself, he did the work, he was paid, and his nexus with the film was over. The employer had the right to exhibit the motion picture on television without any further payment to him." These payments, the affidavit says, become "unearned, unexpected windfalls" to relatively few musicians, so, in June 1955, the union reallocated them to the trust funds as in the best interests of all AFM members.

When the hearing resumed Thursday morning after a recess since Tuesday, Mr. Fendler continued his argument for an injunction restraining film and phonograph record companies from making payments to the AFM or the trust fund until after the $13,000,000 damage suit of the Hollywood musicians against the AFM has been tried. He quoted from the 1952 film agreement the clause in which producing companies agreed not to release their old movies for television without making re-use payments to the musicians for the original films, and he pointed out that the same language would carry over into the 1954 agreement which is still in effect. But, he said, in 1955 Mr. Petrillo changed the rules, ordering the payments to be made to the trust fund rather than to the individual musicians. Stating that these agreements are still being negotiated, he declared: "We don't want the companies to make contracts to pay AFM or Rosenbaum or anyone but the musicians themselves until the trial is held."

Default to Be Requested

Referring to Mr. Mitchell's claim that the Los Angeles court had no jurisdiction over Mr. Rosenbaum, Mr. Fendler said that this was an attempt to turn the action solely into the re-formation of a contract. To the contrary, he said, the basis of the action is the payments to the fund through Mr. Rosenbaum but which actually belong to the plaintiffs. He reported that all necessary papers had been served on Mr. Rosenbaum in New York on Dec. 10 and that, since the 30 days for answering have expired, a default would be requested of Judge Moore. The attorney for the Hollywood musicians also stated that of the companies named as defendants in the suit, those doing 95% of all business in their industries, plus any others, are located in Hollywood and that the Los Angeles court has complete jurisdiction to appoint a receiver and prevent the funds in dispute from leaving California until the final determination as to who shall have them.

John te Groen, president of Local 47, called as witness by Mr. Fendler, testified, over frequent objection of AFM counsel, that after Mr. Petrillo had announced the change in film re-use payments at the AFM 1955 convention, he told members of the union's International Executive Board that taking these payments from the Hollywood musicians who had been receiving them would cause serious repercussions and that it was "nailing me to a political crucifix." He quoted Mr. Petrillo as saying that the change was made to benefit all AFM members, not just a few in Hollywood.

Te GROEN MISQUOTED JIMMY

JOHN te GROEN, former president of AFM Local 47, testifying in Los Angeles Superior Court Thursday admitted that he had misquoted AFM President James Petrillo in a statement made last May before a special investigating committee of the House Committee on Education and Labor [B•T, Nov 28, 1956]. Describing a phone conversation he had had with Mr. Petrillo, Mr. te Groen testified that the union president had actually said that "it was a mistake to have paid the money to the men in the first place." But in his testimony before the House Committee, te Groen said, he had misquoted Mr. Petrillo as saying it was a mistake to take the money away from the men after having once given it to them.

Writers Guild to Vote On Post '48 Film Deal

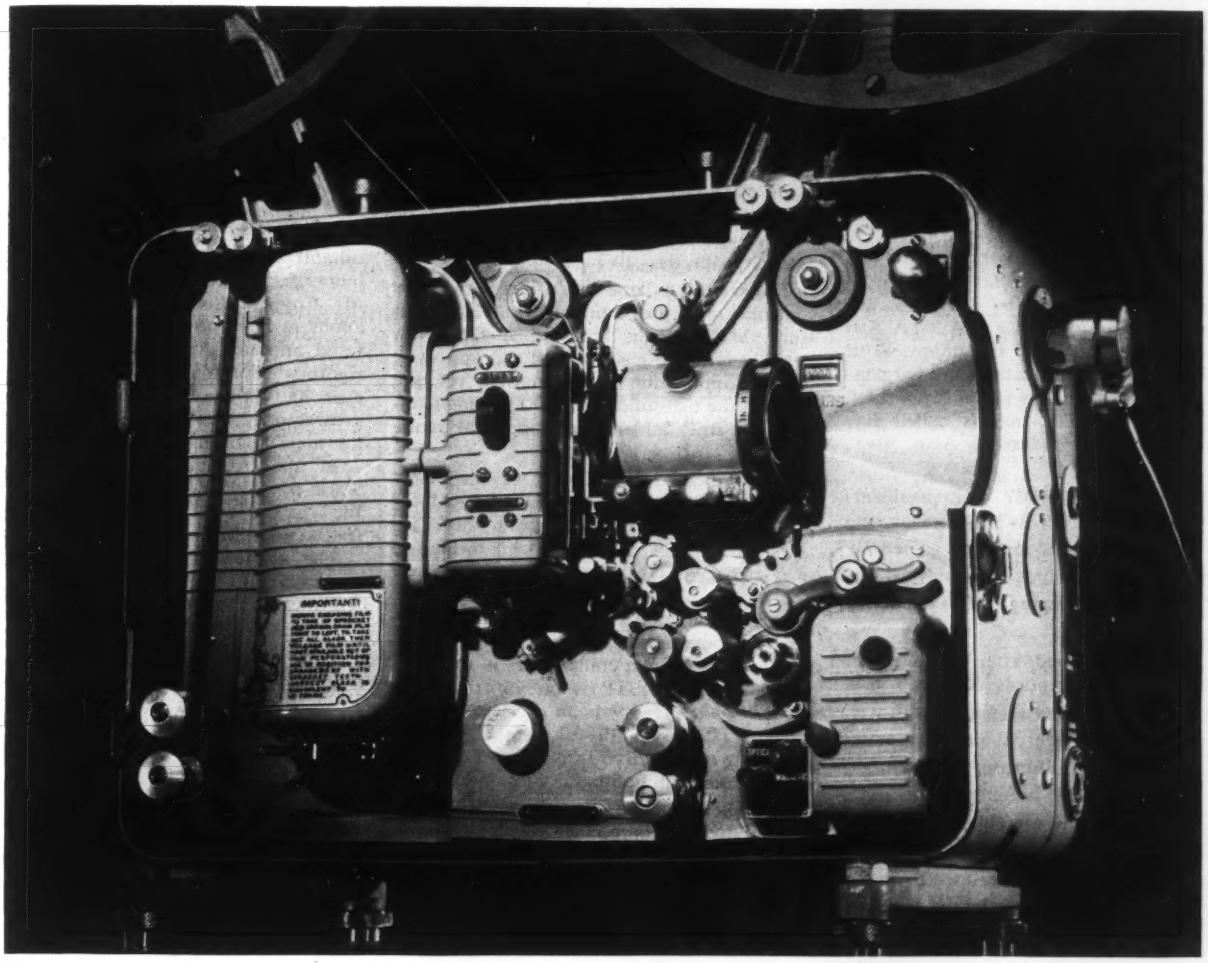
SCREEN Writers Branch of Writers Guild of America, West, will vote on the guild's recent deal with Matty Fox and C&C Television Corp., on a group of post '48 pictures released to tv. The vote will be taken at a special membership meeting to be held Jan. 24 in the Beverly Hilton Hotel, Los Angeles.

Mr. Fox reportedly has offered lump sums of $235,000 each to the Screen Directors Guild and the writers organization for the release of 82 RKO feature films and about 50 short subjects for tv [B•T, Dec. 24, 1956]. General question of a formula for the right fees for writers on post '48 films also will be considered.

The Writers Guild board is studying the first draft of a new tv film contract with networks, while contracts with the major film tv subsidiary companies and the alliance and independent tv film producers are about ready for signing.

The television-radio writers branch of the Writers Guild is voting on a proposal of the guild's council that a previously adopted regulation on the apportionment of residuals between screen and tv writers, where their combined work is involved, be rescinded. This move is being made so that the problem of residual sharing may be considered on an overall basis regarding radio, screen and writers of live as well as film tv programs.

At a meeting of the television-radio branch executive board in Hollywood last Monday,



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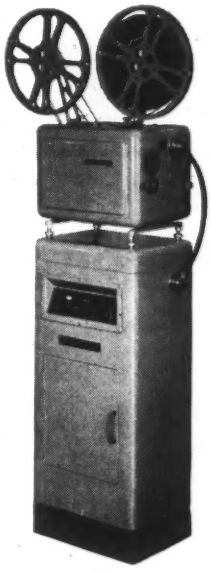
Originally produced to meet rigid JAN (Joint Army-Navy) specifications, this Bell & Howell projector is noted for its ruggedness, trouble-free performance, simplicity and ease of servicing. It includes the following special features: Optical and magnetic sound reproduction • Fixed-axis framing • Easy threading Built-in loop setter • Forward and reverse • Operating hour meter • Single-phase operation • 600-ohm balanced line output.



As an integral part of Vidicon film chains, this new 16mm Bell & Howell projector provides many unique advantages. For example, you get complete manual control, plus connection for remote control. At the push of a button, you can change from picture and sound on one projector to the same set-up on the other.

This Bell & Howell projector also conforms to proposed new ASA standards for placement of magnetic sound. All in all, the full potential of versatile programming is in direct proportion to the creativeness of your production people.

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Evelyn Burkey, executive director of the Writers Guild of America, East, reported on a study of trends in program popularity, designed to guide the writer in efforts to supply the kind of program material most in demand. The western branch of the guild is now joining in the study, which has been carried on in the East for some time.

AFTRA Strike Against KROW Marks Third Bay Area Dispute

KROW Oakland, Calif., last Tuesday became the third of four Bay Area independents to be struck by AFTRA announcers. Previously KSFO and KYA San Francisco were struck by the union. With KLX Oakland, the four stations are bargaining as a unit through Lawrence P. Corbett, Oakland attorney. The unit is called Bay Area Independent Broadcasters Assn. [B•T, Dec. 31, 24, 1956].

J. G. Paltridge, KROW vice president-general manager, told B•T Thursday the station had lost one account and gained six new ones during the first three days of its AFTRA strike, bringing $1,600 added revenue.

The strike developed after management refused to accept what was described as a package including a fee system, health-welfare benefits and other clauses that could bring pay for staff announcers up to around $275 a week ($165 weekly base pay). AFTRA contended it merely wants parity with the new network-tv contract operative at seven Bay Area stations since Nov. 1. Basic wage scale for announcers at the four independents has been $150 under a one-year contract that ended last Nov. 1.

NLRB Rules on CBS Composers

COMPOSERS employed by CBS on a contract basis are not employes, according to a National Labor Relations Board decision, upholding a hearing officer's recommendation. NLRB's ruling Jan. 9 was made on a petition by Composers & Lyricists Guild of America.

TIME SELLS KOB-AM-TV STATIONS

- **$1.5 million cash purchase is made by KSTP Inc.**
- **Clears way for Time acquisition of Consolidated**

STANLEY HUBBARD'S KSTP Inc. bought KOB-AM-TV Albuquerque, N. M., for $1.5 million cash from Time Inc. and KOB President Wayne Coy last week, as Time cleared the decks for its $15,750,000 acquisition of the Consolidated Radio & Television Broadcasters properties [B•T., Dec. 24, 1956].

The sale, like Time Inc.'s purchase of the Consolidated properties from President Harry M. Bitner Sr. and other stockholders, is subject to the customary FCC approval. Neither application has been filed yet, the filing in the Consolidated case awaiting Consolidated stockholders' final approval of the sale.

The projected new owner of the Albuquerque stations also owns KSTP-AM-TV St. Paul-Minneapolis and has a 23% interest in KWK-AM-TV St. Louis (which in turn owns WGTO Haines City, Fla). Since one of the properties Time Inc. is buying from Consolidated is WTCN-AM-TV Minneapolis, buyer and seller in the KOB transaction will be direct competitors in the Minnesota market. KSTP is on 1500 kc with 50 kw and KSTP-TV is on ch. 5 with NBC, while WTCN is on 1280 kc with 5 kw day and 1 kw night and WTCN-TV is on ch. 11 with an ABC affiliation.

By selling the KOB stations, Time Inc. assured itself of compliance with FCC's multiple ownership requirements when it takes over the Consolidated properties. But the Albuquerque transaction does not depend on the Consolidated deal going through.

In addition to KOB-AM-TV, which it owns equally with Mr. Coy, former FCC chairman, Time Inc. owns CBS-affiliated KLZ-AM-TV Denver and has 80% of NBC-affiliated KDYL and KTVT (TV) Salt Lake City. In the Consolidated transaction it is acquiring WFBM-AM-TV Indianapolis and WOOD-AM-TV Grand Rapids as well as WTCN-AM-TV, plus two Consolidated subsidiaries, Lansmore Corp. (real estate firm) and Artists Inc. Since all six of these tv stations are vhf, one had to be dropped in order to meet FCC's multiple ownership requirements.

Mr. Coy, who has been president and general manager of Albuquerque Broadcasting Co., licensee of the KOB stations, will continue to serve Time Inc. as a radio-tv consultant, according to their joint announcement of the sale. It had been expected that Mr. Coy eventually would move to Indianapolis as head of WFBM-AM-TV. He suffered another slight heart attack after the rigorous Consolidated negotiations, however, and although he is now reported to be satisfactorily on the mend, the health factor may defer that original plan.

In the Albuquerque sale Howard E. Stark of New York was broker for Time Inc., as he was also in the Consolidated transaction. Mr. Hubbard had no broker.

The entire transaction was handled by telephone and telegram from Miami Beach's Racquet Club, where both Mr. Hubbard and Mr. Stark had been stopping, and from Mr. Hubbard's yacht off the Florida coast.

Mr. Hubbard's financing—through a loan from Mellon National Bank & Trust Co., Pittsburgh—was negotiated in the same fashion. The Mellon bank had backed Mr. Hubbard with a loan several years ago when he bought control of KSTP, in which he held a minority interest up to that time.

KOB-TV, which went on the air in 1948 and claims to have the highest transmitter in the U. S. (atop Sandia Mountain, 10,833 ft. above sea level), is on ch. 4 and is affiliated with NBC. The radio station, on the air since 1921 and also an NBC affiliate, is on 770 kc with 50 kw day and 25 kw night. Time Inc. and Mr. Coy acquired them in 1952 for $900,000 from T. M. Pepperday *(Albuquerque Journal)*.

Under Orders to Directionalize

At the present time KOB is under orders to directionalize its 770 kc antenna to protect Class 1-A WABC New York. KOB has been operating under a temporary FCC authorization on 770 kc since 1941 and has been engaged in litigation with ABC since that time over its use of 770 kc. A Washington, D. C., federal court recently ordered a solution be found for its situation. KOB officially is licensed on 1030 kc.

Mr. Hubbard said that a thorough investigation of the Albuquerque-Santa Fe market potential had been made. The market study was made by Stanley E. Hubbard Jr., vice president in charge of research and development for KSTP Inc., and Dr. Hugh Francis, U. of Minnesota research consultant to KSTP Inc.

"Both KOB radio and tv have been leaders in southwest broadcasting and have grown steadily with the booming economy of the Albuquerque market," Mr. Hubbard asserted. "We feel that our experience and record of public service programming in Minneapolis-St. Paul will help us in maintaining and strengthening the tradition of commu-

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

nity service which Time Inc. and Wayne Coy have established at KOB."

Roy E. Larsen, president of Time Inc., made clear that the Albuquerque sale was not conditional on FCC approval of the Consolidated transaction. "However," he pointed out, "The sale of KOB will enable Time Inc. to conform with the FCC's mutiple ownership regulation limiting a company to five vhf stations."

Andres, Dodson Assume Posts As WKY, WSFA Station Managers

TWO top management promotions were announced last week by P. A. Sugg, executive vice president of WKY Television System and manager of WTVT (TV) Tampa, Fla. Hoyt Andres, manager of WSFA-AM-TV Montgomery, Ala., was named manager of WKY-AM-TV Oklahoma City. Eugene B. Dodson, acting manager of WKY-AM-TV, moves to WSFA-AM-TV, replacing Mr. Andres as manager. Promotions are effective in February.

Mr. Andres joined WKY in 1946 as radio program manager, becoming assistant manager in 1951 and moving to the Montgomery post when WKY bought the stations in February 1955. Mr. Dodson joined WKY in 1949 as promotion manager, moving up to the post of assistant manager and being named acting manager in July 1955.

MR. ANDRES MR. DODSON

KOSA-TV Maximum Power Switch Planned to Take Place Tomorrow

TOMORROW (Tuesday) is the date set by ch. 7 KOSA-TV Odessa, Tex., for its switch to maximum power (316 kw), with a complete new set of remote equipment on tap, according to an announcement by Cecil Trigg, president-general manager. The station says it has spent almost a quarter of a million dollars to upgrade its wide-area service. KOSA-TV has bought a 50 kw GE amplifier and component parts, a new custom GMC truck for remotes, carrying two new GE field camera chains and related equipment to send the signal home via a new color-corrected microwave relay link. The KOSA-TV antenna reaches 1,000 ft. above average terrain.

Unauthorized Music Use Charged to Two Stations

SUITS were filed last week by members of the American Society of Composers, Authors & Publishers against Federal Broadcasting System Inc., owner of WSAY Rochester, N. Y., and Mid-Atlantic Broadcasting Co., owner of WMID Atlantic City, charging that copyrighted songs were performed by the stations without authorization.

The suits against the two stations sought to have the outlets "restricted from publicly performing the songs in the future and to award damages of not less than $250 for each unauthorized performance, together with court costs and attorneys' fees." The suit against Federal Broadcasting was filed in the U. S. District Court for the Western District of New York and the one against Mid-Atlantic Broadcasting in the U. S. District Court for the District of New Jersey.

The songs involved in the suit against Mid-Atlantic and the plaintiffs are "True Love," (Buxton Hill Music Corp.); "I've Got You Under My Skin," and "It's All Yours" (Chapell & Co.). The suit against Federal Broadcasting involves the following songs and plaintiffs: "Ain't Misbehavin'" (Mills Music); "Yesterday" (T. B. Harms Co.); "Skylark" (George Simon Inc.); "If I Loved You" (Williamson Music Inc.); "Sunnyside Up" (DeSylva, Brown & Henderson Inc.); "There Goes My Heart" (Leo Feast Inc.); "Have You Ever Been Lonely" and "By The Beautiful Sea" (Shapiro, Bernstein & Co.); "On The Street Where You Live," "I've Grown Accustomed to Her Face," "Get Me to Church on Time" and "Wouldn't It Be Loverly" (Alan Jay Lerner and Frederick Loewe).

WHEC Rates FIRST with Rochester Listeners

Out of 360 Quarter-Hours Mondays thru Fridays, In Competition with Five other Radio Stations

WHEC RATES 275 FIRSTS and 10 Ties!

Here's the Breakdown:

	WHEC	Station B	Station C	Stations D E & F
*FIRSTS in the Morning	115	0	5	0
*FIRSTS in the Afternoon	70	50	0	0
*FIRSTS in the Evening	90 (10 ties)	0	20 (10 ties)	0

*COMPLETE ROCHESTER PULSE REPORT OCTOBER 1956

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION

CBS WHEC of Rochester NEW YORK 5,000 WATTS

Representatives: EVERETT McKINNEY, Inc., New York, Chicago; LEE F. O'CONNELL Co., Los Angeles, San Francisco

NEW PROMOTION for NEW PROGRAM FORMAT

IN ROCHESTER, N. Y.

WVET has five men who have proved they can charm ADULTS into hearing and acting on sales messages . . . with MELODY and NEWS plus PERSONALITY. Backed by new local advertising , they're spear-heading WVET into TOP RATINGS all day and all night. In Rochester, your best radio buy is the NEW WVET music-and-news format .

BOB TREBOR

WILL MOYLE

TOM DECKER

KEN POWELL

BOB GLACY

★ **MELODY FIDELITY**
Good music for listening pleasure

★ **NEWS COVERAGE**
every hour on the hour.

5000 WATTS
1280 KC

WVET

MUSIC
NEWS
ABC

ROCHESTER, N.Y.

Represented Nationally by
THE BOLLING COMPANY

FCC PROTEST POSED IN 'LUTHER' RHUBARB

- **Protestants criticize WGN-TV**
- **Say Catholics swayed station**

CHARGE that WGN-TV Chicago violated its public interest responsibility by permitting "*de facto* censorship" in the cancellation of the "Martin Luther" film will be the basis of a formal protest to be filed with the FCC by a Protestant action committee.

Promising a last ditch fight to have the motion picture rescheduled, the committee authorized the action and voted to retain Frank Ketcham, Washington, D. C., as its counsel before the Commission and to consult with Chicago attorneys. The committee also will explore other channels of public opinion for filing protests and "to inform appropriate congressional committees." The Church Federation of Greater Chicago, whose executive vice president heads the action group, and other inter-church agencies were urged to mobilize their members over the alleged "threat to freedom" involved in cancellation of the film. It was not immediately known when the protest would be filed with the FCC.

The Protestant action committee stated it intends to establish the principle that all television stations shall interpret their federal licenses to broadcast in the public interest, convenience and necessity; to require them to conform to the First Amendment of the Constitution, providing freedom of expression in religion as well as in politics. The group charges that WGN-TV cancelled the motion picture as a result of Roman Catholic pressure [B•T, Dec. 24, 1956, *et seq.*].

Charges Moral Obligation

Lutheran Church Productions Inc. producer of the "Luther" film served notice it will "pursue to satisfaction the ultimate television showing in Chicago and throughout the nation" because of public response. The organization noted that "while any station ordinarily is completely free to accept or reject those motion picture titles it would broadcast, the station made its decision only after careful deliberation and, as a result, has a moral obligation to fulfill its originally announced intentions."

Announcement that WGN-TV "has no present intention" of rescheduling the controversial film was made Tuesday by Ward L. Quaal, vice president and general manager of WGN Inc., after meeting with representatives of the Church Federation of Greater Chicago and National Lutheran Council. He stated:

"We acted in good faith originally in cancelling the showing of this film during the Christmas holiday and we are acting in good faith now in an effort to prevent further misunderstanding, ill will, or controversies from being injected into the homes of families we are licensed to serve by the Federal Communications Commission."

Lutheran Church Productions originally was authorized by its board to sell the feature film in Chicago only with the purpose of making "an evaluation" as to whether it should be extended to other cities, Robert A. E. Lee, executive secretary of LCP, told B•T Wednesday. Eventual objective is to obtain "general and comprehensive coverage" throughout the nation, he added.

Mr. Lee said Lutheran Church Productions has been considering such coverage on a local station-to-station or network basis or perhaps "putting the film on the shelf for a couple of years."

No thought has been given by Lutheran Church Productions to actually buying time for the motion picture, because of the fact it originally was a theatrical release, Mr. Lee said. He said WGN-TV initially bought the film on the basis it had been a "successful dramatic motion pictures" shown in theatres during 1953-54. Mr. Lee noted that many stations, including WGN-TV, maintain a policy of not offering purely religious programs for time sale but schedule them as public service features. He felt "Martin Luther" did not fall in this category.

After the meeting Tuesday Dr. Harms described the issue as one of "freedom and the committee intends to press for recognition of this basic American issue on Chicago airways." The Rev. V. C. Rickman, of St. Philip's Lutheran Church, Chicago, an action committee member, felt Mr. Quaal had given a "pre-determined decision."

ONE MINUTE'S OPINION

WWDC Washington will comment editorially on major civic problems in the Greater Washington area, President Ben Strouse announced Thursday. The editorials will be one minute in length and will be repeated up to a dozen times per day.

Westinghouse Combines Charity In Marking Ownership of WIND

AGENCY and client executives were feted by Westinghouse Broadcasting Co. last Wednesday at a reception marking its new ownership of WIND Chicago [B•T, Dec. 24, 1956].

The Off-the-Street Club of the Chicago Federated Adv. Club shared in proceeds raised during a special ticket promotion at the Ambassador East Hotel. Acting through Donald H. McGannon, its president, WBC donated more than $1,000 in company tv-radio receivers and appliances for a prize drawing. Free tickets accompanied each invitation to the reception. WBC and WIND matched, dollar for dollar, all proceeds raised from sale of additional tickets, with the entire fund contributed to the Off-the-Street Club.

A similar reception was held for civic officials, broadcasting and newspaper executives and radio-tv entertainers Thursday.

UNITED PRESS
CAVALCADE OF 1956
THE YEAR'S BIGGEST NEWS STORIES
Produced for United Press by
Sherman H. Dryer Productions
Recorded at WOR Recording Division, N.Y
Lateral type • 33 1/3 RPM • Start Outside
PART 1

"Sold it to first prospect approached." – KNGS manager M. L. Offenbach, Hanford, Calif.

"Such good comment from listeners we're using it three times." – KOA news director Ken White, Denver, Colo.

"Sold it and ran it again as a public service." – KOOS program director Patsy Barkwell, Coos Bay, Ore.

"Many calls from listeners telling how much they enjoyed it." – WERD newscaster Jack Gibson, program director Albert Saddler, Atlanta, Ga.

"Used New Year's Day, with sponsor." – KPMC program director Paul Bierman, Bakersfield, Calif.

"Excellent; blended well with our local tapes and year-end report." – WMBI news director Don Turner, Chicago, Ill.

"Reached great and appreciative audience. 30 promotional announcements preceded it." – KATY sales promotion manager Dale Kirk, San Luis Obispo, Calif.

"Well-handled, dramatic program re-living one of our best news years." – WOR news manager George Brown, New York, N. Y.

"Much comment on it. Another reason for satisfaction with your service." – WKOY program director Edward S. Erb, Bluefield, W. Va.

"Well received. One of the finest services from U.P." – KDHL news director Dick Biddick, Fairbault-Owatonna, Minn.

"Found wide acceptance." – KOMW news editor Stan Pennington, Omak, Wash.

Cavalcade of Acclaim

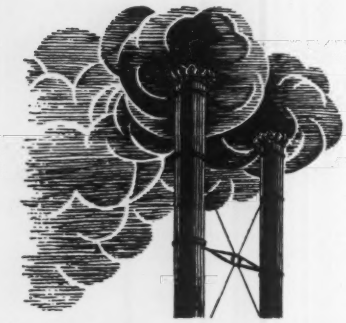
Broadcasters have joined in a coast-to-coast cavalcade of acclaim for U.P.'s recorded dramatization of the biggest news stories of the year, "Cavalcade of 1956."

The typical reports and comments here show this annual bonus feature a smash hit again with listeners and sponsors alike.

More stations—some 1800—prefer United Press. *Because U.P. news produces.*

U. P. News Produces 1

UNITED PRESS



STACKS OF BUSINESS!

Smokestacks have always been a symbol of activity in our Ohio River Valley. They came to us first aboard the picturesque sternwheelers that opened this region to phenomenal growth. They stayed to multiply and multiply above busy mills and factories whose industrial worth today — in the Huntington-Charleston heart alone — exceeds one billion dollars!

Nowhere in America is there such a panorama of business under full steam as in the 100-plus counties served by the four-state span of WSAZ-TV. Here live nearly a million families with annual buying power close to *four billion dollars* — a symbol of booming productivity making this America's 23rd TV market.

Your advertising cuts a smart bow wave when you consign it to WSAZ-TV, only TV station covering the whole area. Any Katz office can write the ticket.

HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WGKV, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

NBC Rechristens WKNB-TV To WNBC(TV) West Hartford

CEREMONIES today (Monday) will mark the change in call letters of NBC's WKNB-TV to WNBC (TV) in West Hartford, Conn. Ownership of the uhf ch. 30 station, which went on the air Feb. 11, 1953, was assumed by NBC on Dec. 13, 1956. Studios are located in West Hartford and the transmitter at Farmington, Conn.

A 20-minute telecast, featuring Tex and Jinx McCrary, will be seen on both WNBC and WRCA-TV New York. Following this telecast, a 10-minute local program will include the presentation of the new call letters from Thomas B. McFadden, vice president of NBC owned stations and NBC Spot Sales, to the station's general manager, Peter B. Kenney. Also scheduled are brief talks by government and civic leaders, including the mayors of communities in the area. A portion of the ceremonies will be shown on NBC-TV's *Today* tomorrow morning. Charles R. Denny, executive vice president of operations, will be among the top NBC executives on hand.

A luncheon for 200 advertising agency executives and civic leaders will follow at the studio building. Along with the ceremonies, an extensive promotional campaign will get underway including air announcements, newspaper advertising and displays in tv stores.

The WNBC call letters first belonged to a radio outlet in New Britain, Conn., and from November 1946 to Oct. 18, 1954, was used for NBC's flagship stations in New York (now WRCA-AM-TV).

Hoffman to Head Promotion, Planning for WOR Stations

ADVANCEMENT of Robert M. Hoffman to the newly-created post of director of promotion and planning for WOR-AM-TV New York was announced last week by Gordon Gray and Robert Leder, general managers, respectively, of WOR-TV and WOR.

Mr. Hoffman joined WOR in 1948 as director of research, and in 1954 was promoted to director of sales planning and development for WOR-AM-TV. In his new post, he will be largely concerned with planning on a management level for both stations. In addition, he will continue to direct the activities of the promotion, advertising, public relations and research departments.

MR. HOFFMAN

In another move, James A. Yergin, a writer in the WOR-AM-TV promotion department, has been named manager of presentations for the stations. Robert J. Sullivan continues as director of advertising and Richard A. Jackson as director of public relations.

NATIONAL representation for WCOV-AM-TV Montgomery, Ala., is arranged with Young Television Corp. handling tv and Adam Young Inc. am, effective Feb. 1. At contract signing (l to r): Hugh Smith, WCOV-TV general manager; Adam Young, head of the representative firms, and Joe Petranka, WCOV station manager. James S. Ayers represents both stations in the Southeast.

WBBM-TV Reinstates Hockey

WBBM-TV Chicago announced Tuesday it will carry remainder of the 10-game national Hockey League CBS-TV schedule, starting this past Saturday—after complaints from the local Blackhawks' management against Chicago being blacked out on Saturday afternoon telecasts. Earlier, station spokesmen explained the initial contest (Jan. 5) was not carried because of lack of sponsorship. The Blackhawks believe the telecasts will help stimulate hockey interest in that city.

Lanphier to Head WHFC Cicero

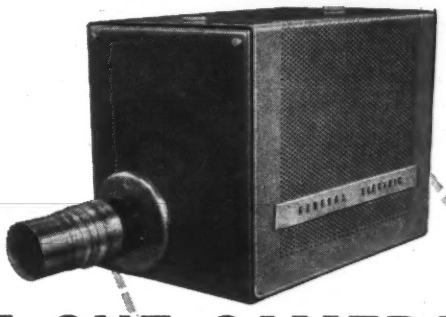
CHARLES J. LANPHIER has been named general manager of WHFC Cicero, Ill. He formerly owned WFOX Milwaukee and at one time was with WEMP Milwaukee.

Shaver, Kahn Buy WAGR Lumberton

WAGR Lumberton, N. C., has been sold by Hector McLean and associates for $50,000 to local businessmen D. M. Shaver and Albert E. Kahn. The sale, subject to FCC approval, was negotiated by Paul H. Chapman Co. of Atlanta. The Lumberton station operates on 1480 kc with 1 kw.

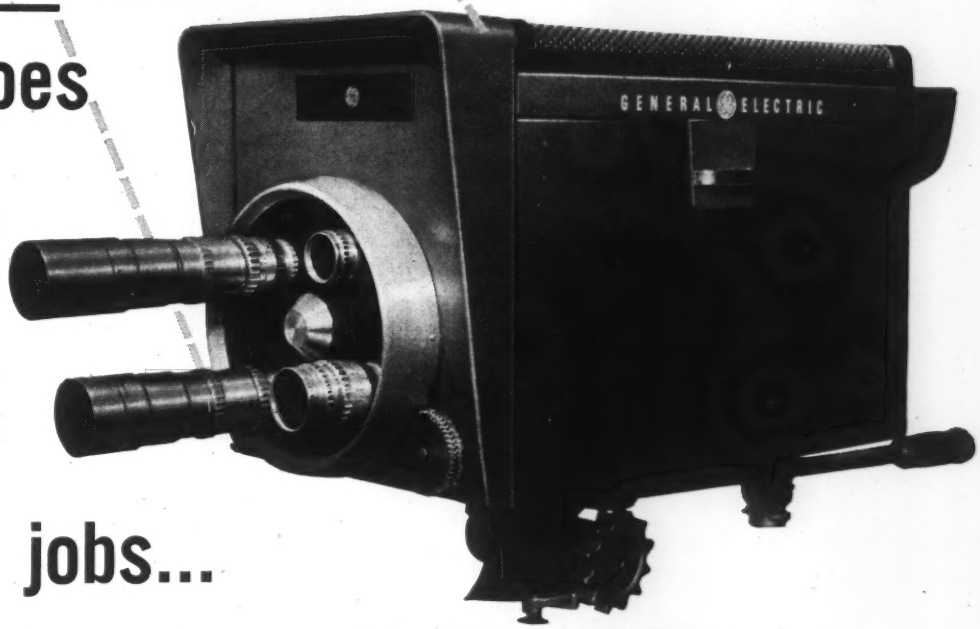
PROGRESS IN PA.

HISTORY was made at the opening of the 1957 session of the Pennsylvania General Assembly as WGBI-TV Scranton became the first station in the state, it reports, to take sound cameras into the legislative halls. Film of the opening ceremonies and excerpts of the governor's State of the Commonwealth message were shown on WGBI-TV news shows the day they were shot. Coverage also included a special quarter-hour report highlighting the governor's speech and comments by majority and minority leaders from both houses of the assembly.



● For live camera work, the VIDICON CAMERA fits into this VIEWFINDER, for use on tripod or bracket. Weight—only 50 pounds. Turret operates from rear, with other rear controls for focus, brightness, and gain.

THE ONE CAMERA that does 6 jobs...



General Electric Versatile Vidicon Camera

The Vidicon is a hard-working "one man band"—*low in cost,* too.

ONE Camera For SIX Jobs.

This highly adaptable, easy handling camera fills the bill as:

1. Film Camera
2. Remote Pickup Camera
3. Emergency Camera
4. Rehearsal Camera
5. Experimental Operations Camera
6. Closed Circuit Camera

You use the VIDICON anywhere...where maximum range is not required such as sports events and conventions coverage.

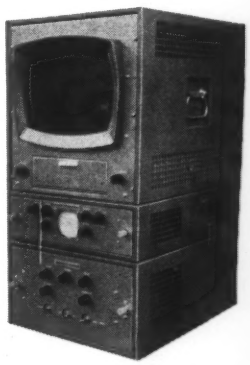
Speedy Change Between Film and Live Work.

The VIDICON CAMERA is only 9 inches long, 7 inches high—weighs 10 pounds. It mounts directly on the Optical Multiplexer—handles four film sources that interchange through fixed mirrors and adjustable beam splitters. Or, the VIDICON CAMERA fits into the VIEWFINDER for live camera work...you have a four lens camera turret operated from the rear, with only three other controls: for brightness, gain, and camera focus.

Delivers Sharp Performance—with Only Ten Tubes.

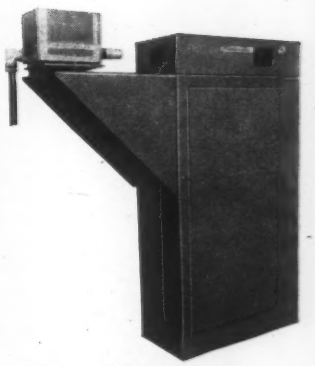
There are only ten tubes in the VIDICON CAMERA'S amazingly simple circuit—yet the VIDICON gives a camera resolution of 500 lines (400 lines in corners). Chassis components are plug-in type for easy maintenance, with all elements readily accessible. Its Automatic Gain Control maintains constant output through a wide range of light levels with no need for constant adjustment.

The General Electric VIDICON CAMERA fills the need for expanding camera operations *without* burdensome capital outlay. Call the G-E representative for details on *every* problem requiring peak telecasting performance. Or, write *General Electric Company, Section B717-14 Electronics Park, Syracuse, N. Y.*



Monitor Assembly...

The picture monitor, wave form monitor, and camera control are all compactly assembled in this desk-mounted cabinet, 29 inches high and 20 inches deep. The entire tube complement, for the *monitors as well as the camera,* contains only 45 tubes.

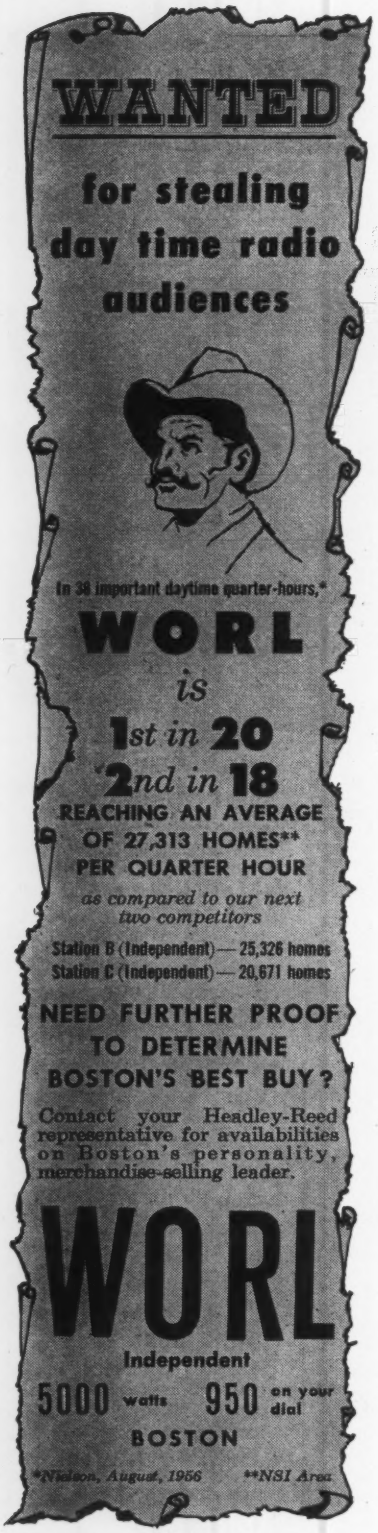


Multiplexer...

For film work, VIDICON CAMERA mounts directly on the Optical Multiplexer for immediate correct alignment on four film sources—two 16-mm projectors, 2x2 slide projector, and ID emergency slide projector for Auto Programmer use.

Progress Is Our Most Important Product

GENERAL ELECTRIC



Sandeberg, Coleman Elected Avery-Knodel Vice Presidents

DAVID H. SANDEBERG, west coast manager, and Charles C. Coleman, southern manager, Avery-Knodel Inc., have been elected vice presidents of the radio-tv station representation firm, it was announced last week by Lewis H. Avery, president. At the same time, J. W. Knodel, a vice president, was named executive vice president.

Promotions were made, Mr. Avery pointed out, to increase operating efficiency "through broadening the corporate executive base."

MR. SANDEBERG MR. COLEMAN

WOV Expanding Facilities

WOV New York is celebrating its 30th year on the air as a combined English-Foreign language station by expanding its office and studio facilities at its 730 Fifth Ave. headquarters as well as its transmitting site at Carlstadt, N. J. At the New Jersey site, WOV this month is installing a new 10 kw RCA transmitter, and is adding studios, a newsroom, offices and an employes lounge. In New York, WOV is moving from the 12th floor of the Hecksher Bldg. to the sixth floor, providing greater physical as well as more efficient operating space.

Sixth Rate Card for KNXT (TV)

KNXT (TV) Hollywood has published a new rate card (No. 6) effective tomorrow (Tuesday). In announcing the change, Clark B. George, general manager, said current advertisers will get customary six-month rate protection in spite of an "upward adjustment" of the discount structure reflected in the new rate card. Basic rates remain the same.

STATION SHORTS

WOR-AM-FM-TV New York has appointed D'Arcy Adv., N. Y. Stations are division of RKO Teleradio Pictures Inc. D'Arcy also handles advertising for parent company, General Tire & Rubber Co.

Indiana radio and tv stations were guests of Tony Hulman, president, Indianapolis Motor Speedway, at cocktail party in connection with buildup of this year's race which is to be held on May 30.

WBMS Boston is increasing its news periods to half-hour every hour as most Boston stations are on hourly news schedule. Weather forecasts remain on hourly basis.

APPLIANCE MOVER

O'CONNOR & MOODY, Kankakee, Ill., appliance store, used 180 spot announcements on WKAN that city to promote a "fire sale." In the weekend sale, the store sold 145 major gas and electric appliances and over 500 small appliances, making it necessary to place a hurried call to the distributor for more appliances.

The fire sale was held when a fire destroyed an adjoining supermarket, with resultant damage to O'Connor & Moody appliances.

REPRESENTATIVE SHORTS

Headley-Reed, Atlanta, moves to 800 Peachtree St., Suite 673.

REPRESENTATIVE PEOPLE

Clare Leonelli, traffic department, WABC New York, to Adam Young Inc., same city, as manager of firm's newly-established traffic department.

Charles Grim, formerly on sales staff, *Woman's Home Companion,* to Chicago office of Paul H. Raymer Co.

STATION PEOPLE

Joe Miller, local sales manager, KFMB San Diego, promoted to general sales manager, effective Jan. 15.

W. D. Swanson, local-regional sales manager, KTVX (TV) Muskogee-Tulsa, Okla., named commercial manager and **Robert Norris,** program director appointed operations director. Mr. Norris succeeds **Ben January,** resigned.

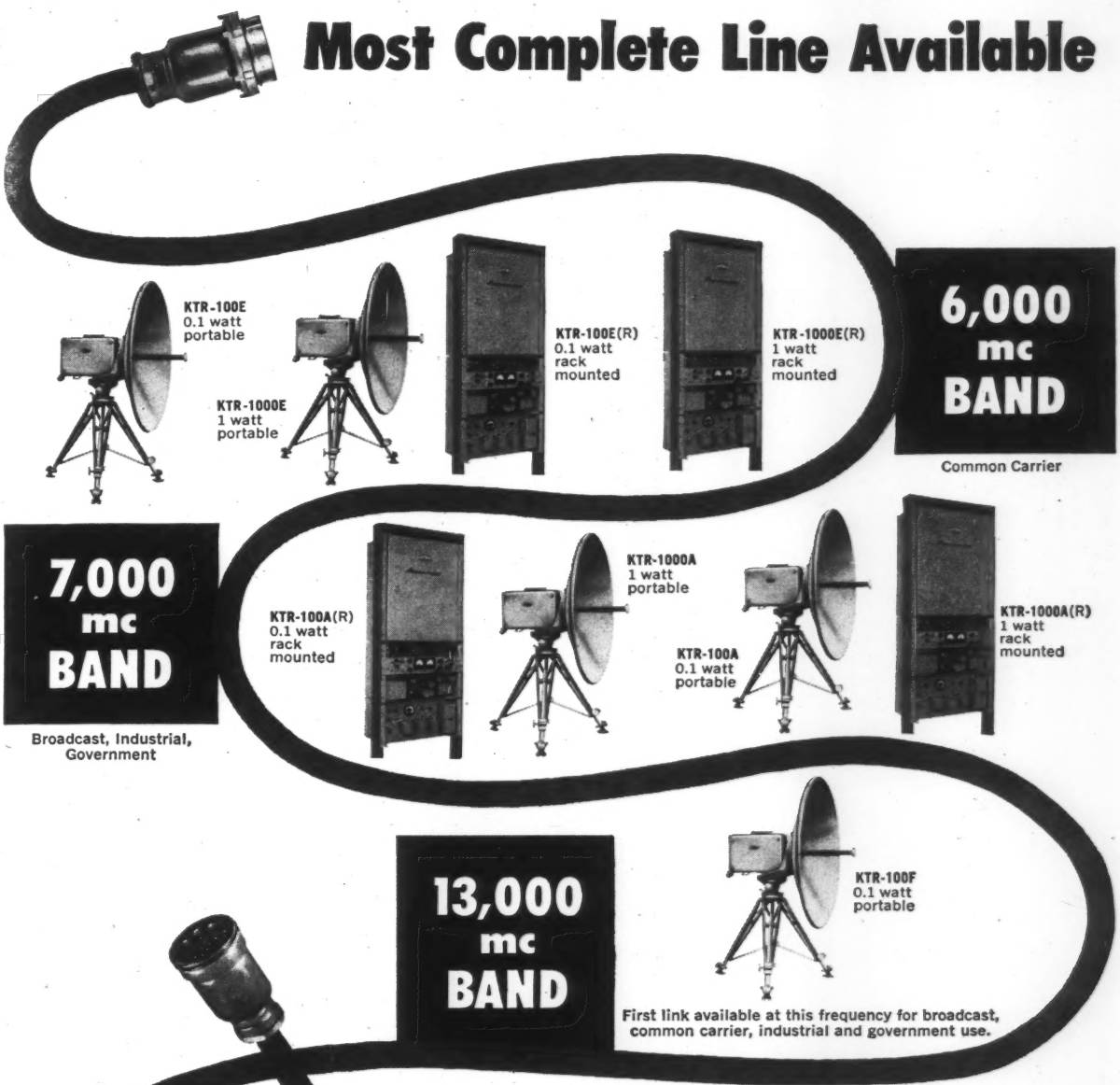
MR. NORRIS MR. SWANSON

Norman Glenn, general manager of WJWL Georgetown, Del., for past five and one-half years, to WCHI Chillicothe, Ohio (which he bought recently), as president. He plans to take active part in station's management. Additions to present staff and programming are contemplated.

MR. GLENN

H. A. Bridge Jr., general manager of KMHT Marshall, Tex., and director of Harrison County

Most Complete Line Available



Raytheon KTR Series TV Microwave Relays

Your specific requirements are sure to be satisfied with the industry's largest and best-selling line of microwave relay equipment—Raytheon KTR links. For broadcast, common carrier, industrial and government TV, these portable or rack mounted relays provide highest quality NTSC color transmission with simultaneous program audio. All KTR units offer low initial, operating and maintenance costs, plus unequalled reliability and flexibility.

Raytheon provides complete television microwave engineering services—surveys, systems and planning. Complete accessory complement available includes: antennas, passive reflectors, tripods, racks, waveguides, alarm and control units.

For complete information, please write

Excellence in Electronics

RAYTHEON

RAYTHEON MANUFACTURING COMPANY

A-3015

Commercial Equipment Division, Dept. 6120 • Waltham 54, Mass.

NEW HAMPSHIRE IN CALIFORNIA

?

The Mexican-American population of Greater Los Angeles is about the same as the total population of New Hampshire.

NEW HAMPSHIRE 560,000

MEXICAN-AMERICANS IN LOS ANGELES 550,000

This is why KWKW Spanish Speaking Market is a Must for Sponsors like these:

REGAL PALE	DEXTROSE
LUCKY STRIKE	EASTSIDE
WRIGLEY'S GUM	J. C. PENNEY CO.
EX LAX	CAMELS
7-UP	CHEER
J. J. NEWBERRY	LYDIA PINKHAM
A-1 PILSNER	PEPSI-COLA
CARNATION MILK	BURGERMEISTER
CHOOZ	WHITE KING SOAP CO.
FOLGER'S COFFEE	QUAKER OATS
COCA-COLA	REYNOLDS TOBACCO CO.
ITALIAN SWISS COLONY WINE	HILLS BROS. COFFEE
MAYTAG	FEENAMINT
BUICK DEALERS ASSOC.	SALEM CIGARETTES
	COCOMALT
	WINSTON CIGARETTES

You can reach ALL 550,000 through one station!

KWKW
PASADENA • LOS ANGELES
Spanish Language Station

L.A.—RYan 1-6744

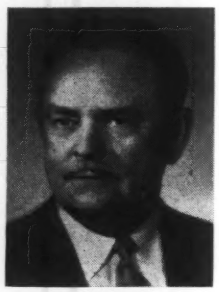
San Francisco—Broadcast Time Sales

Broadcasting Co., named vice president. **Bill Martin,** KCLA Pine Bluff, Ark., joins KMHT as news editor and commercial salesman.

Larry H. Lau, account executive, KVAN Vancouver, Wash., named general sales manager.

Daniel S. Jacobson appointed account executive for WAAM Baltimore.

George Inghram, account executive, WISN-TV Milwaukee, named WISN sales manager. He was general manager of WFOX, same city, before joining WISN-TV.



MR. INGHRAM

Charles W. (Chad) Mason, production manager, WSUN-TV St. Petersburg, Fla., named sales promotion and advertising manager for WSUN-AM-TV.

James F. Baker, manager of station services, Radio Advertising Bureau, to WPTR Albany as sales manager.

Charles I. Knab, production department, KLOR (TV) Portland, Ore., named sales representative.

Ogden Bowman, with NBC for 25 years, recently as supervisor of master control, WRCA-TV New York, promoted to supervisor of technical operations for station.

Herbert J. Teison, publicity-promotion director, Schwerin Radio-Tv Research Corp., to WPTR Albany-Troy-Schenectady, N. Y., in similar capacity.

John Z. Miller, previously with various stations in N. D. and Fla. in advertising and promotional capacities, appointed promotion director of KROC-TV Rochester, Minn.

Fran King, traffic-continuity, KLOQ Yakima, Wash., named program director and **Frosti Fowler,** disc jockey, appointed operations manager.

Jack Petersen, formerly with KRNT Des Moines, to KOA-TV Denver as director.

Bernard T. Maloney, space salesman, Boston office, *House Beautiful* magazine to WBZ-TV, same city, as time salesman.

Russ Barnett, news editor, WFAA Dallas, to KFOX Long Beach, Calif., in similar capacity.

Murray Marder, *Washington Post* reporter, assigned to cover foreign situation for WTOP Washington and WMBR Jacksonville, Fla. (both *Washington Post* stations), headquartering in London.

Boyd Fellows, radio-tv director at Loyola U., Chicago, and **Rolf Forsberg,** radio-tv actor-director-writer, to staff of WTTW (TV) Chicago, non-commercial, educational station, as producers-directors. **Gerald Smith,** recently with WOOD-TV Grand Rapids, Mich., and **Joseph Pelletiere,** head of tv servicing business, to same station as engineers.

Suzanne Hart to continuity department of WIL St. Louis.

Paul Hallett, newsman, WTOP-TV Washington, author of syndicated cartoon strip, "Merry Washington."

Len Libman, WORL Boston, to WFEA Manchester, N. H., as announcer-disc jockey. **Julie Laverne** joins her husband, Gene, on WFEA's *Showcase* as disc jockey.

Bob Sanders, KSD St. Louis, to KCMO Kansas City as disc jockey.

L. A. Blust Jr., former general manager of KTUL Tulsa, named managing director of Downtown Tulsa Unltd. community association.

William E. Leider, cameraman, WMBR-TV Jacksonville, Fla., married Carolyn Courreges, Dec. 29.

Dale Moudy, vice president-director of engineering, Mid Continent Broadcasting Co., Omaha, father of boy, Kevin Leigh, Dec. 11.

Harold Andrews, station manager, WGHM Skowhegan, Me., father of boy, Paul Duane, Dec. 31.

Bob Wery, disc jockey, WGTO Haines City, Fla., father of boy, Scott Reid, Jan. 5.

Jim Bennett, weathercaster, KLZ-TV Denver, father of girl.

LIMB SNAPS UNDER GUEST

IT MAY take some persuasion before visiting British Member of Parliament Peter Smithers makes another advance radio interview. In Cleveland last week on a speaking engagement, Mr. Smithers, KYW there reports, dropped into the studios to appear on its transcribed *Press Club Presents* panel show. During the course of discussing Anglo-American relations ("Rotten," said Mr. Smithers), the M. P. confided that "Anthony Eden probably won't resign as Prime Minister." The show went on the air at 8:30 p.m. EST. Around that time, KYW carried London's dispatch on Mr. Eden's resignation.

NOW

DO-IT-YOURSELF ADVERTISING ANNOUNCEMENT FROM tpa

see page 51

Paramount Announces Pact For Acquisition of Dot Records

PARAMOUNT PICTURES Corp. is acquiring Dot Records as a wholly-owned subsidiary, according to an agreement announced last week by Barney Balaban, Paramount president, with Randy Wood, president of the record company. Upon consummation, Mr. Wood will continue to direct the operations of Dot Records and will be elected a vice president of Paramount.

Purchase price is reported to be around $3 million.

According to Paramount's announcement, Dot Records led the recording industry last year in sales of single records, its gross business in 1956 exceeding $6 million. Paramount does not expect to make any structural personnel changes in the company.

In addition to its motion picture activity, Paramount has interests in electronics (principally substantial stock in Allen B. DuMont Labs), in tv stations—KTLA (TV) Los Angeles is wholly owned by its subsidiary, Paramount Tv Productions Inc., and Paramount hold substantial interest in DuMont Broadcasting Corp. (WABD [TV] New York and WTTG [TV] Washington)—color development via its Chromatic Television Labs and pay tv, through International Telemeter Corp., also a Paramount subsidiary.

Olmsted Sees More Tape Shows, Increased Automatic Operation

AN increase this year in the number of radio shows wholly or partly recorded in advance is predicted by Richard Olmsted, executive vice president-chief engineer, Olmsted Sound Studios, New York. Mr. Olmsted also sees a rise in semi-automatic radio stations which use automatic tape machines for continuous transmission; one machine broadcasting music, the other announcements, station breaks and commercials.

Pointing out that more than a million homes in the U. S. now have their own tape recorders, Mr. Olmsted looks for still new developments in the field of home taped music and entertainment. Also on the immediate horizon, he predicts, is taped background music in transportation—trains, ocean liners and planes. In his yearend preview, Mr. Olmsted asserted that the year ahead appears to be "another banner year" for audio achievements.

Cheyefsky Tv Series Planned By American Psychiatric Assn.

TV-MOVIE writer Paddy Cheyefsky and the American Psychiatric Assn. will collaborate on preparation of a tv program series this year dealing with psychiatric topics, it was announced by Dr. Francis J. Braceland, APA's president, and Robert Stanford and Herb Jaffe, the writer's representatives.

The association will provide Mr. Cheyefsky with consultation on psychiatric concepts and practices, giving professional review and advice in script preparation. Dr. Braceland said that APA for some years had hoped through a combination of artist and doctor to enlighten people via television on some of the mechanisms underlying human behavior as viewed by the psychiatrist.

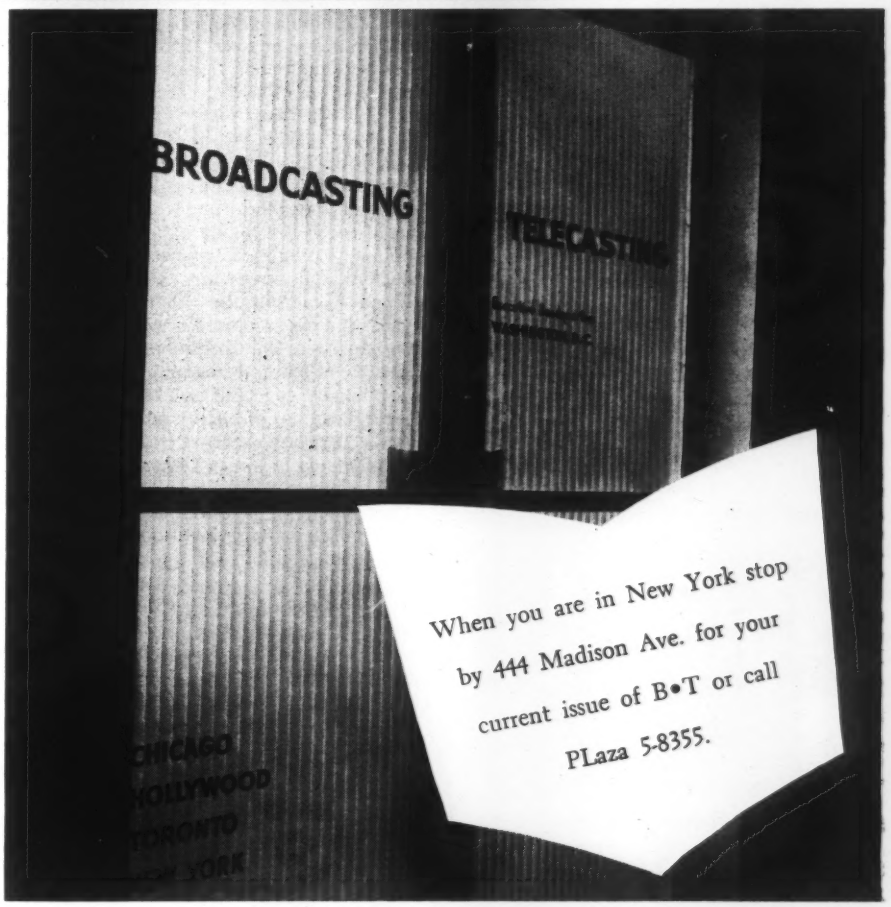
available in sections
THE
sesac
TRANSCRIBED LIBRARY
COLISEUM TOWER • NEW YORK 19
send for prepaid audition discs

BETTER BALANCED MUSIC PROGRAMMING

William R. Vogel, Gen. Mgr. of KLOV, Loveland, Colorado writes:

". . . KLOV uses the SESAC Library to form its broad base for both sales and programming. The "A" section is the hub around which our "C & W Jamboree" revolves . . . the religious music of the SESAC Library is in constant demand by the Ministers of all Faiths who are on KLOV . . . the popular music shows "Moods in Music" and "Musical Grabbag" make heavy use of the "N" section artists and music . . . the Farm Hour is basically programmed with SESAC band music . . . most of our themes are from the SESAC Library.

"KLOV is able to offer a better balanced musical menu to its audience because of its basic use of the SESAC Library . . . good, well balanced programming makes sales easier. SESAC is responsible for the good programming that makes KLOV tops in its sales field. We look forward to many years of better balanced programs with SESAC at KLOV."



HEY, TONI . . .
WHICH JOE HAS A FULL WAVE?

If your research department is on its toes, it will tell you that there are some pretty good Joes who run radio stations. It also will tell you that what distinguishes one of these Joes (last name of Floyd) from the others is his full wave. It's in his great new

1,032 FT. TOWER

The midwest's biggest radio tower, equivalent to 13,600 watts, gives KELO RADIO new regional market impact. KELO rates, plus this tremendous power, make it your best regional buy—your miraculous doorway to a vast new regional market!

NEW KELO RADIO

SIOUX FALLS, S. D.

One of the Midwest's Leading Radio Stations Affiliated with NBC

JOE FLOYD, President

Evans Nord, Gen. Manager. Larry Bentson, V.P.

Represented by H-R

TIE-IN SELLS WELK SHOW

RCA Thesaurus has reported that its promotional tie-in with Dodge Div. of Chrysler Corp. on *The New Lawrence Welk Show* has been successful with 80% of subscriber stations having sold the radio program and Dodge dealers constituting one-half of the sponsor list. In addition to regular promotion devices, RCA Thesaurus provided stations with audition discs aimed directly at Dodge dealers. Dodge sponsors *The Lawrence Welk Show* on ABC-TV (Sat., 9:30-10:30 p.m. EST).

'56 Advances Cited By Columbia Records

COLUMBIA RECORDS Inc., subsidiary of CBS Inc., which a year ago set for its dealers a new long-range program, themed "Your Future is Sound," last week reported "the future came more quickly than we anticipated."

In a yearend report, CRI President Goddard Lieberson indicated that 1956 was a "boom year" for the record and phonograph firm, outstripping an earlier prediction of steady growth "leading to a volume increase of 50% in five years," to achieve "more than its 50% sales increase in just *one* year—1956."

Mr. Lieberson said long playing records (first introduced by CRI just eight years ago) accounted for 60% of all world wide record sales, Columbia alone last year realizing an 107% sales gain over 1955. Though it cut back production of single shellac discs last year, CRI reports that three of its popular cuttings—by Doris Day ("Quy Sera"), Johnnie Ray ("Walking in The Rain"), and Guy Mitchell ("Singing The Blues")—released toward the end of the 1956, each achieved 1 million (unit) sales totals, with the Mitchell disc alone exceeding 2 million copies. Columbia's phonograph division, which manufactures the "360" set line, exceeded its 1955 sales volume by 32% in 1956, it was reported. Also making "a notable success:" Columbia Transcription Service's orders for merchandising and product publicity as in the case of Gillette Safety Razor Co.'s use of over 1 million seven-inch discs containing excerpts from CRI's *Greatest Moments in Sports* album, which served as a premium for Gillette razors last year. Other hot items in CRI's stable: the album of "My Fair Lady" which topped in sales the actual dollar intake of the play's boxoffice sales.

PROGRAM SERVICE PEOPLE

James P. Hackett, Associated Press, Bureau head at Trenton, N. J., transferred to N. Y. membership department at AP headquarters. His is succeeded by **John N. Kolesar.**

Bill Snyder, pianist, has been signed by RCA Thesaurus. First transcribed program featuring Mr. Snyder and his quintet will be sent to stations this month.

Robert Burton, vice president, Broadcast Music Inc., named chairman, radio-tv division of Legal Aid Society's annual fund raising drive.

Story of Hungarians Told in 25-Min. Film

TV STATIONS in the U. S. and Canada will be contacted by the United Nations Radio & Television Section, Dept. of Public Information, in the near future on behalf of a 25-minute, black-and-white 16mm film on Hungarian displaced persons, titled "Out." At a special screening last week in New York, it was disclosed that the film was scheduled to receive its first nationwide showing on *Omnibus* (ABC-TV) last night (Sunday).

The film, a documentary study of the dilemma faced by Hungarian exiles, was produced by the U. N. and written by novelist and former *Life* and *New Yorker* war correspondent John Hersey. It was filmed on the Austro-Hungarian border and in the Austrian refugee camp at Traiskirchen.

U. N. Production Supervisor Thorold Dickinson said that while his organization was not looking for funds, the "prohibitive cost" of making the film would not allow free distribution of prints. Mr. Dickinson added the U. N. will leave it up to each station to decide what it would want to pay for the film. Eventual theatrical release also is contemplated.

Hungarian Refugees at Kilmer Get Daily WCTC-FM Broadcasts

HUNGARIAN refugees at the Camp Kilmer, N. J., Refugee Reception Center are hearing two-hour radio programs in their own language daily because of a public service series WCTC-FM Brunswick, N. J., has conducted since Thanksgiving Day.

Every day from 3 p.m. to 5 p.m. refugees gather around 14 fm sets bought by the Army so they could hear the WCTC-FM Hungarian language service. Direct line Hungarian language news and commentary come in from Voice of America studios in Washington at the same time they are being broadcast overseas.

Programming continues on WCTC-AM as usual. The fm service provided the refugees, however, is entirely sustaining.

Radio-Tv-Adv. Mobilize for AHA

RADIO-TV-advertising representatives contributing their time and services to the American Heart Association's radio and television committees met last Wednesday in New York to discuss media plans for the 1957 Heart Fund campaign. Presiding at the luncheon meeting, held in New York's Ambassador Hotel, was Sylvester L. Weaver Jr., former NBC board chairman and current chairman of the association's public relations committee. Others attending were John F. Meagher, vice president for radio, NARTB, and chairman of the fund's radio committee; Ted Bergmann, vice president, McCann-Erickson, New York, and chairman of the fund's television committee, and tv singer Dinah Shore.

$73,000 for Hospital

THE *Wilkens Amateur Hour,* KDKA-TV Pittsburgh, established a new record when its annual benefit drive for Children's Hospital netted $73,000 in pledges. Each year

WHILE more than 1,000 fans applauded in the lobby of Salt Lake City's Hotel Utah, Ray Briem, KLUB Salt Lake City disc jockey, set a new marathon broadcast mark of 150 consecutive hours on behalf of the Hungarian Refugee Fund. More than $8,000 in cash and pledges was collected during the campaign.

Lewis L. Silberman, president of Wilkens Jewelry Stores, donates the entire show to the drive. Westinghouse Broadcasting Co., owner of KDKA-TV, donates another hour.

Co-operates With Denver U.

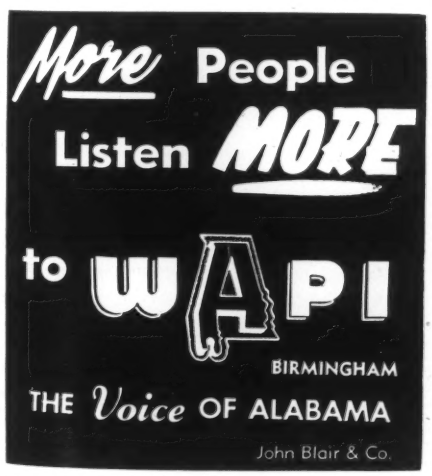
KLZ-TV Denver opened the third year of a public service series in cooperation with the U. of Denver Jan. 13. The two shows, *Focus* and *Perspective*, are produced and directed by the university's radio and tv faculty.

Supplies Blood Needs

KWBW Hutchinson, Kan., pledged all the blood necessary to care for any accident victim in the 48-hour holiday preceding and including New Year's Day. The station performed this service to bring attention to and supplement that city's safety program.

WHLI Gives Records

WHIL Hempstead, N. Y., is contributing more than 5,000 records to various children's homes and veterans' hospitals, preparatory to moving to its new Radio Center. Most of the records are duplicates of selections regularly used on the station.



SDX Awards Deadline Of Feb. 1 Announced

NOMINATIONS for Sigma Delta Chi's 1957 journalism awards are now being accepted by the professional journalistic fraternity until Feb. 1, it was announced last week.

SDX will award medallions and placques for excellence in 15 fields, including radio or tv newswriting, radio and tv reporting, news picture, and public service in radio and television journalism. Competition is for accomplishments in 1956, with all, save public service awards, offered to individuals (members and non-members) for specific examples of work performed by Americans and broadcast or published in the country.

Separate awards will be made for spot news reporting in each medium as well as to the radio and tv station or network contributing the "outstanding example" of public service in electronic journalism. A radio or tv newswriter or commentator also will be honored.

Other award categories are general reporting, editorial writing, editorial cartooning, Washington correspondence, foreign correspondence, public service in newspaper journalism, public service in magazine journalism, magazine reporting and research about journalism.

Nominations should be made on specific entry forms, which may be obtained with information from the Director (Victor E. Bluedorn), Sigma Delta Chi Distinguished Service Awards in Journalism, 35 E. Wacker Drive, Chicago 1, Ill.

NBC Radio, Tv to Carry Emmy Nomination Ceremony

NOMINATION ceremony for television's Emmy awards, conducted by the Academy of Television Arts and Sciences, will be held for the first time this year and will be presented from New York and Los Angeles on NBC Radio and NBC-TV in color on Feb. 16 (9-10:30 p.m. EST) under co-sponsorship of General Motors Corp. (Oldsmobile Div.), RCA and Whirlpool-Seeger Corp., which also will sponsor the annual awards ceremonies March 16 on the same networks.

In a joint announcement of the 1957 Emmy program last week by Thomas A. McAvity, NBC-TV executive vice president, and Johnny Mercer and Ed Sullivan, Los Angeles and New York chapter presidents, respectively, for the academy, it was pointed out that NBC and the academy had signed a three-year agreement for exclusive radio and tv rights to the annual awards nominations and presentations through 1959. The 1957 Emmy programs will mark the third consecutive year that NBC has covered the award ceremonies and the second year that Oldsmobile has sponsored the event.

New Baker Award Established; IRE Names Six '57 Directors

A NEW annual W. R. G. Baker Award has been established by the Institute of Radio Engineers, which last week also announced that its board had appointed six members as directors for 1957.

The new award, consisting of a certificate and cash, will be given annually to the author of the best paper published in *Transactions* of IRE professional groups. The 1957 award will go jointly to R. J. Kircher, Hughes Aircraft Co., and to R. L. Trent and D. R. Fewer, both with Bell Telephone Labs. The cash award is comprised of income of a fund donated to IRE by Dr. Baker, General Electric vice president and chairman of IRE's professional groups committee.

At its January meeting, the board of directors reappointed Dr. Baker as treasurer; Haraden Pratt to his 15th term as secretary, and Donald G. Fink, director of research, Philco Corp., as editor. Also appointed as directors; Alfred N. Goldsmith, consulting engineer; A. W. Graf, partner, Graf, Nierman and Burmeister law firm, and William R. Hewlett, vice president of Hewlett-Packard Co.

'Peace in Our Town' Awards Again Open to Radio Stations

CONTEST for the best 15-minute local radio program on the theme of Action for Peace in Our Town will be repeated this year. Mailings are underway to stations explaining the contest that will award $2,100 in prizes, with two special awards (for college-supported and operated stations) added this year.

Cooperating community groups share the prize money with the winning station. First prize is $400; second, $200; third, $100;

fourth, $50 and the special college awards, $25 each. The Institute for International Order, New York, sponsor of the awards, also reported last week that it is offering to stations a limited number of 16-inch pressings of first and second prize winning programs in last year's competition (first, WJAN Spartanburg, S. C., and second, WGAR Cleveland).

The institute is a non-profit educational organization that seeks to promote support of the United Nations "and of measures to strengthen it to maintain peace." Its board members and officers are made up of industrial leaders, attorneys and educators..

Although the contest closes May 31, entries will be continued to be received until June 15. Station and community organization must cooperate in presenting the show (any format is permitted) with the station required to send a script and a tape to the institute at 11 W. 42nd St., New York 36, where additional information on the contest can be obtained.

Education Awards Deadline Set

THE Education Writers Assn. has announced a Feb. 1 deadline for entries in its 1957 competition for best coverage of education in all media. One category has been set aside for the outstanding television or radio program on education for the period ending Dec. 31, 1956. Entries should be sent to Joseph Deitch, association secretary-treasurer, 525 W. 120th St., New York 27.

AWARD SHORTS

Don Belding, who recently retired as chairman of executive committee, Foote, Cone & Belding, and head of agency's Los Angeles office, will be honored Jan. 21 by awards banquet given by Western States Advertising Agencies Assn. at Statler Hotel in Los Angeles. Awards banquet will become annual, honoring top western advertising figure each year, according to WSAAA President James Christopher, owner of advertising agency bearing his name.

Earl J. Glade Sr., public relations executive, former mayor of Salt Lake City and pioneer station operator (KSL Salt Lake City), now president, Advertising Assn. West [B•T, July 2, 1956], will be honored by testimonial dinner to be given Jan. 16 at Advertising Club of Los Angeles.

Italians to Be Given Taste of Commercial Tv

A DAILY commerical segment is to be incorporated into the existing Italian television schedule starting Feb. 3. This follows the pattern set by Bavarian Radio, Germany. BR as well as the Italian broadcasting organization, RAI, is generally non-commercial but has set aside a small portion of its schedule for commercial operation.

Italian plans call for a daily ten-minute commercial segment, 8:50-9 p.m. It follows the news show and is considered in peak viewing time.

There will be four short films, each of 130 seconds in length. Each of the four can carry 20 seconds of advertising. The rest of 110 seconds must be devoted to entertainment. There will only be one ad for each product or service per week. The 130-second films must not be repeated.

Number of tv sets in Italy is now 330,000.

CBC Approves Three Boosts At First 1957 Meeting

TWO radio and one tv station were recommended for power increases at first 1957 meeting of the Board of Governors of the Canadian Broadcasting Corp. held Jan. 4 at CBU Vancouver, B. C. CFPA-TV Port Arthur, Ont., was recommended for increase on ch. 2 from 5.1 kw video and 2.55 kw audio to 28 kw video and 15 kw audio. CHUM Toronto, Ont., daytime 1 kw station on 1050 kc was recommended for a boost to 2.5 kw fulltime. CFOR Orillia, Ont., was approved for an increase from 5 kw daytime to 10 kw daytime, with 1 kw nighttime on 1570 kc.

P&G Signs for Ziv Intl. Shows

PROCTER & GAMBLE has signed to sponsor five Ziv Television Programs' series on a "daytime strip" basis in Caracas and Maracaibo, Venezuela, it was announced last week by Ed Stern, head of Ziv Tv's Internatonal Div. P & G will sponsor on weekdays Spanish-language versions of *The Man Called X, The Unexpected, Boston Blackie, Yesterday's Newsreel* and *Favorite Story* (sharing co-sponsorship of the latter program in Caracas with Corning Glass Co.).

Mr. Stern revealed that also in Caracas, General Motors has renewed *Mr. District Attorney* for the second year. In Cuba, he added, the CMQ-TV Network has signed for three-program lineup of *Dr. Christian, The Man Called X* and *Science Fiction Theater.*

BABY, ITS COLD OUTSIDE

FOUR Canadian companies are sharing a daily morning quarter-hour newscast on three Florida radio stations for the fourth year, to give Canadians vacationing in Florida during the winter months news from home. The newscast is sent by conference telephone at midnight from Toronto by newscaster Dave Price, taped at WGBS Miami, WDBO Orlando, and WFLA Tampa, and broadcast each morning at 9 a.m., from Dec. 31 to April 21. The program is jointly sponsored by Dominion Stores Ltd., Toronto (chain grocers), O'Keefe's Ltd., Toronto (brewers), Shirriff-Horsey Ltd. Toronto (food processors), and Nesbitt Thomson Co. Ltd., Toronto (investments).

Scottish Tv Issues Rate Card For Station This Year

A RATE CARD for Scottish Television Ltd., Edinburgh, whose tv station is scheduled to go on the air this year, was released last week.

In the dollar equivalent of the pound, weekday one minute announcements range from $140 to $700; Saturday, from $112 to $560, and Sunday, $280 to $840.

The rates are to be in effect from Aug. 31 to Dec. 31 of this year, but during this initial audience development period time "will be subject to a reduction of 20%."

West German Tv Count Soars

THERE were an estimated 660,000 television sets in operation in West Germany at the end of 1956. Set sales during the months of November and December 1956 were so fast that distributors were unable to meet the demand. German manufacturers aim at a 1957 television set output total of 750,000 sets.

INTERNATIONAL PEOPLE

Frank deB. Walker, executive vice president of Ronalds Adv. Agency Ltd., Montreal, to president, succeeding **R. C. Ronalds,** who becomes chairman of board.

Don Wright, salesman, Radio & Television Sales Inc., Toronto, Ont., to general manager of CHFI-FM Toronto, which is to begin operations soon on 98.1 mc.

J. Stanley Moore, senior producer, Crawley Films Ltd., Ottawa, Ont., to production supervisor of radio-tv department of McKim Adv. Ltd., Montreal, Que.

BROADCAST TUBES *are always in stock at* **ALLIED**

IMMEDIATE DELIVERY ON

RCA 8D21

ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks.

Refer to your complete ALLIED Buying Guide for station equipment and supplies. Get what you want when you want it. Ask to be put on our "Broadcast Bulletin" mailing list.

ALLIED RADIO
100 N. Western Ave.
Chicago 80
Phone: HAymarket 1-6800

Sunday 'World News Roundup' Gets Underway on CBS-TV

A NEW weekly news show on Sundays, 3:30-4 p.m., was to premiere on CBS-TV starting yesterday (Sunday). Called *World News Roundup,* the show is designed to integrate overseas spot news reporting, according to John F. Day, CBS' director of news.

Mr. Day said that *Roundup* "will bring television coverage of world news to the point where the next development could only be 'live' transoceanic broadcasts from overseas news centers." Features of the program include transoceanic telephone reports; film shot with a special two projector technique that will be delivered and processed as "late" as possible; use of the electronic key insertion ("window-on-the-world") utilized during the political conventions.

The show will feature Eric Sevareid, CBS, Washington, as anchorman and will originate in New York City. The weekly *CBS Sunday News,* Sundays, 3:30-3:45 p.m., will be dropped.

To Explore 'America After Dark'

NEW format of the *Tonight* show on NBC-TV (Mon.-Fri., 11:15-1 a.m. EST, 11 p.m.-midnight CST and 11:30 p.m.-12:30 a.m. PST), starts Jan. 28 with six columnists in New York, Chicago and Hollywood covering "America After Dark." [B•T, Dec. 10]. The program will have entertainment features and will include coverage of events and specialties in the night world with backstage visits to theatres and nightclubs. Columnists: In New York, Hy Gardner, syndicated with New York *Herald-Tribune;* Earl Wilson, New York *Post* and Hall Syndicate, and Bob Considine of INS; in Midwest, Irv Kupcinet, syndicated with Chicago *Sun-Times,* and in Hollywood, Paul Coats of Los Angeles *Mirror-News* and Vernon Scott of UP.

Something Fishy Here

THE "super-sure laugh-em-to-death," "custom built giant sucker hook" and the "U bite 'em" lures were among the fishing bait received by WTMJ-TV Milwaukee in a fishing contest. It all began when a sponsor, Bob Lepper, visited the *Gordon Thomas Show* and was ribbed about his hobby of fishing by Gordon Thomas and weatherman Bill Carlsen. The personalities asked their listeners to send in lures and baits which might help Mr. Lepper become a more successful fisherman. Only restriction was that the entries could be anything but useful. The contest drew 234 entries and is credited by the station with increased interest and listenership for WTMJ-TV in general.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

TV KIBITZER

IN WHAT is claimed to be the first time a world bridge tournament has been telecast, WOR-TV New York carried a championship match between U. S. and Italian bridge teams from New York's Biltmore Hotel Friday (9-10 p.m. EST). Since contestants played in an isolation booth, the J. Walter Thompson Co. television workshop used its projection system to enable the audience at the hotel to view proceedings on a large screen.

WOR's Jean Shepherd Inspires 'People's Premier' of Movie

NIGHT PEOPLE everywhere—especially in New York—can claim another victory. Led on by their champion, WOR New York m. c. Jean Shepherd, they managed last Tuesday to have MGM's publicity department stage a special midnight "People's Premiere" of the studio's "Edge of the City," the film version of Robert Alan Aurthur's "A Man Is Ten Feet Tall," which originally appeared in 1955 on the old *Goodyear-Philco Playhouse* on NBC-TV.

Why was MGM so accommodating? It seems Mr. Shepherd, on his regular Sunday night program on WOR last week, blasted star-studded premieres as "undemocratic" and called for a premiere for "us people." David Susskind, president of the tv packaging firm of Talent Associates Ltd., and producer of "Edge of the City," heard the broadcast and made arrangements. Just to keep those of the Shepherd's flock who didn't catch the premiere informed about who was there and why, WOR put on a special hour-long program starting at 2 a.m. Wednesday wherein Mr. Shepherd interviewed Mr. Susskind, director Martin Ritt and others involved with the movie.

White Sale Suggestions

NEW PROMOTION brochure, "How to Put Starch in Your January White Sales," was mailed last week to affiliates by NBC Radio in an effort to "sell" local department stores on "imagery transfer." Designed to attract white sales advertising revenues to radio, the brochure got an extra push by Allied Stores Inc., which told its 83 members prior to the start of the campaign of the "full advantage" of using radio to attract more store traffic. NBC Radio intends to set aside a different merchandising theme each month of the forthcoming year.

'Lone Ranger' Rides Again

GENERAL MILLS Inc., Minneapolis, will sponsor a special hour-long program of *The Lone Ranger* on CBS-TV Feb. 16 (1-2 p.m. EST), commemorating the 24th anniversary in broadcasting of the program. It is regularly carried on CBS-TV on Saturday, 1-1:30 p.m. EST, General Mills agency is Dancer-Fitzgerald-Sample, New York.

The 7-Up Bottling Company writes:

"WLAG is responsible for the most successful advertising campaign we have ever conducted—the '1956 7-Up Scoreboard'.

"You can be sure we will want this feature again in 1957."

WLAG
LaGrange, Georgia

NATIONAL REPS:
Indie Sales
Dora-Clayton Agency

BMI
BOOK PARADE
America's Most Widely Listened-to Book Program
In Current Release

THESE BOOKS:
"Rendezvous With Destiny"—Eric F. Goldman
"Men To Match My Mountains"—Irving Stone
"Don Quixote"—Miguel de Cervantes
"Further Fables For Our Time"—James Thurber
"Earth Abides"—George R. Stewart
"Lions, Tigers and Me"—Roman Proske
"Marianne Thornton"—E. M. Forster
"Mary Queen of Scotland and The Isles"—Stegan Zweig
"The Voyage of the Beagle"—Charles Darwin
"The Call of the Wild"—Jack London

THESE REVIEWERS:
Earl Schenck Miers; Robert O. Foote; Sylvan Meyer; Richard Armour; Nina Brown Baker; Alice Dixon Bond; Donald Elder; Elizabeth Byrd; David Duncan; Lydia Davis.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

KTTV (TV) SHOWS ITS METTLE IN COVERING FIRE DISASTER

WHEELING its cameras onto the firefighters' line, KTTV (TV) Los Angeles provided dramatic live coverage of the holocaust that devastated large areas of Southern California a fortnight ago. Following the outbreak of the forest fire at Malibu, KTTV telecast a film report at 11:15 a.m., Dec. 26—a "first" among the Los Angeles tv stations, according to station spokesmen. For more than 24 hours the station pre-empted regular programming to broadcast interviews, bulletins and public service notices. At 4:15 p.m. Dec. 26, mobile equipment began on-the-spot telecasts using a tv relay atop 2,500-ft. Mt. Castro. Four times the relay unit prepared to abandon the position in the face of menacing flames, but each time the wind shifted at the last moment. On one occasion, flames surged to within 10 feet of the KTTV mobile unit. Quick playing of hoses on equipment and men saved the unit.

When heat caused air inversions that frequently bent the tv signal away from the receiving dishes, KTTV engineers established a special relay unit at a Venice pier. Signals went over water along the coastline and then were relayed back to the station's Mt. Wilson transmitter site. At one point during the firefight the station's remote generators supplied power to fire department headquarters when flames destroyed power lines in the area.

The special telecasts were presented on KTTV by General Petroleum Corp. as a public service.

State and local authorities joined viewers in lauding KTTV's effort.

A sudden shift in wind send the crew scurrying to move equipment to safety

Cameraman sights through the monitor

'Harlem After Dark'

A NEW series of 13 half-hour tv programs, *Harlem After Dark,* available both in color and black-and-white, has been announced by Jack Goldberg, director of distribution, Studio Films' theatrical division. The series was produced especially for late evening presentation and co-stars such entertainers as Count Basie and his band, Sarah Vaughan, Nat King Cole, Lionel Hampton and his band, Cab Calloway and others.

KAYO's New Year's Resolutions

KAYO Seattle recently sent a list of its programming resolutions for the new year to local agencies and national representatives. The station resolved: that there shall be no double spotting of any sixty-second commercials (the first person to catch it breaking this resolution will be given $100); better music will be heard; to deliver the finest local news coverage that has ever been featured by Pacific Northwest Radio, and more music, more news, more sales, and more public service in 1957.

Daniel Webster vs. Fire

WHEN the Daniel Webster Special, making a test run with members of the press, caught on fire just outside of New York, WBZ-TV Boston's news supervisor, Francis W. (Dinny) Whitmarsh and news cameraman, Al Kaye were aboard the train. Mr. Kaye was the only photographer in the group of newsmen. He filmed the fire and WBZ-TV aired it the same night on its 11 p.m. news program.

NBC-TV Revives 'Vic & Sade'

WNBQ (TV) Chicago revived an oldtime NBC Radio daytime serial, *Vic And Sade,* Jan. 10 as a regular weekly live color series. Art Van Harvey and Bernardine Flynn, who played the featured roles on the network radio series from May 1932 to September 1944, have returned for the tv adaptation, which is written by Paul Rhymer, author of the original series. The program is telecast on Thursdays (10:30-45 p.m., CST), with David Barnhizer as director.

NBC Plans 'True Confessions'

THE radio version of real-life romances from *True Confessions* magazine will be the substance of NBC Radio's *True Confessions,* a new daytime drama series which the network begins today (Monday) at 2:05-2:30 p.m. to serve as a companion program to *Five Star Matinee* (Mon.-Fri., 3:05-3:30 p.m. EST). The program is packaged by Roy Winsor Productions. Mr. Winsor was radio-tv vice president of the former Biow Co.

Sylvania's Hospitality

SYLVANIA Electric Products announced last week that a tv hospitality cart (retail value of $24.95) will be offered free to purchasers of any table model tv set with Halolight, as the first of Sylvania's "Promotion of the Month" gifts. The cart will be given during January and in succeeding months other items will be offered.

R. C. CRISLER & COMPANY, INC.

R. C. CRISLER — PAUL E. WAGNER

BUSINESS BROKERS SPECIALIZING IN RADIO AND TELEVISION STATIONS

Fifth-Third Bank Bldg.,
Cincinnati 2, Ohio
Dunbar 1-7775

41 E. 42nd St.,
New York, N. Y.
Mur. Hill 7-8437

'Cochise' Stars Tour 13 Cities

A five-week personal appearance tour has been set by National Telefilm Assoc. for two principal stars appearing in NTA-Desilu's *Sheriff of Cochise* tv series (on ABC-TV). John Bromfield and Stan Jones will visit 13 cities, beginning Jan. 17 and ending Feb. 15. They will attend dealers' meetings, make tv appearances and meet news people.

CBS-TV Carries Hockey Telecasts

CBS-TV Network has started a weekly telecast of the National Hockey League games, said to mark the first time that big league hockey games have been carried by tv on a nationwide scale. The games, which are presented on Saturday afternoon from 2 p.m. to conclusion, are described on tv by commentators Bud Palmer and Fred Cusick. The telecasts will be carried through March 9.

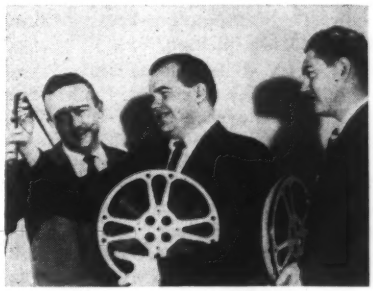
From Baton Rouge to Ceylon

WHEN WLCS Baton Rouge, La., made an offer to award a ten-minute long-distance call to the local mother whose child was the farthest from home, it did not realize what the results would be. The station's disc jockeys conducted a search during the Christmas holidays for the winner and came up with people in China, Germany, the South Pole and various places around the world. The mother of a boy attending St. Michael's College in Batticaloa, Ceylon, got the prize.

RAB Mails Testimonials

FIFTH in a series of first-person testimonials on the effectiveness of radio advertising has been sent by Radio Advertising Bureau to member stations, representatives and networks. The mailing contains the talk made at RAB's national radio advertising clinic last November by Fred M. Jordan, manager of advertising and sales promotion for Richfield Oil Co. on the *Richfield Reporter,* 26-year-old regional network program (West Coast).

"Oh, him—he's the brother of a disc jockey on KRIZ Phoenix!"



CHARLES McCOY (c) vice president of the City National Bank & Trust Co., Columbus, Ohio, looks at a reel of one of the 13-week series of Warner Bros. feature films which the bank will sponsor over WTVN-TV Columbus. With him are Jim Kelso (l), Byer & Bowman Advertising, and Bill Zimmerman, WTVN-TV sales staff. The films will be run without interruption on Saturday evenings.

CBS Expands 'Amos 'n' Andy'

CBS Radio has added Saturdays to its current daily (Mon.-Fri., 7-7:45 p.m. EST) schedule of *Amos 'n' Andy Music Hall.* The strip replaced *Romance,* a weekly dramatic series. Howard G. Barnes, vice president in charge of network programs, CBS Radio, noted that this was the second recent expansion for the program, the first being an increase from a half-hour to 45 minutes.

'Report from Albany'

WHLI Hempstead, N. Y., last week launched a weekly *Report From Albany* series (Sat., 12:45-1 p.m. EST), featuring interviews with state legislators from Long Island on important legislative developments of the past week and on upcoming bills that may affect the Long Island area. The series will continue throughout the current session of the New York state legislature.

RCA's Pilferage-proof Sets

HOW can retailers sell their customers on transistor radios and still insure against pilferage of the tiny sets? RCA Victor Radio & Victrola Div., Camden, N. J., seems to have come up with an answer to that problem by perfecting a 16x9 inch coral and grey counter display stand that actually locks the radios into place, but allows the prospective customer to hear, touch and examine them closely. The "pilferage-proof" stand is now being made available to RCA dealers throughout the country.

CFGP's Sells 'Theatre News'

CFGP Grande Prairie, Alberta, has a nightly program *Theatre News,* which gives lists of showings in 20 small town theatres in its rural listening area. Since most of these towns have only weekly newspapers or no newspapers, listeners depend on CFGP for theatre news. The station charges the theatres for the announced listings.

THERE'S ONLY ONE LEADER...

KXLF-TV4 MONTANA

THE CONTINENTAL DIVIDE STATION, BUTTE

WHBF

coverage area has

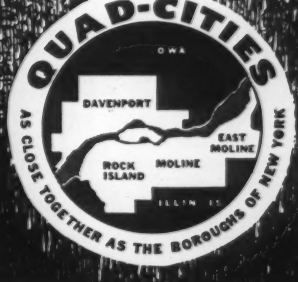
1,102,500

people who spend

$1,339,059,000.

(Total Retail Sales. S. M. Buying Power)

CBS FOR THE



WHBF

ROCK ISLAND ILLINO

REPRESENTED BY AV

HOT PROPS

PROPS left over from the old NBC-TV *Atom Squad* show got a good going-over in the studios of WRCV-AM-FM-TV Philadelphia after a phone caller warned that a bomb had been planted in the building.

The bomb scare, which spread from New York to other cities, hit Philadelphia Jan. 2 at night when the WRCV switchboard operator received an anonymous call warning that a bomb had been hidden in the NBC building. Police and newspaper reporters swarmed over the building, while local shows went on as scheduled. A two-block area was cordoned off by police as the building was painstakingly searched.

However, after hours of nerve-wracking search throughout the night the police declared the building bomb-free and labeled the telephone call a "crank episode."

Viewers Versus Censorship

AS an aftermath to the controversy stirred by the motion picture, "Baby Doll," NBC-TV's *Home* program (Mon.-Fri., 10-11 a.m. EST) last week invited viewers to participate in a contest on the subject of censorship or guardianship of public taste with regard to films. Viewers were asked to express their opinions in a letter to their neighborhood theatres and to send a carbon to *Home*. First prize is a trip for two to Stockholm.

From Horse Race to Wildcat Hunt

NBC RADIO reported last week it will devote 110 minutes to sports news and features on its *Monitor* program every fourth Friday, starting this week. In conjunction with *Sports Illustrated* magazine, NBC Radio will fill the 8:05-9:55 p.m. EST segment of *Monitor* with such sports features as a horse race from the Santa Anita track, intermittent live reports of basketball games, and transcriptions of a wildcat hunt in Maine. Westbrook Van Voorhees and Don Russell will be the communicators on the Friday night segment.

Explores British Commonwealth

SIX quarter-hour programs on various aspects of the British Commonwealth are being carried by Canadian stations. The series, which started Jan. 13 on CBLT (TV) Toronto, consists of interviews with a number of prominent British and Commonwealth personalities. It is designed to bring Canadians up to date on events and conditions in Great Britain and various parts of the Commonwealth. The series includes such items as the British atomic energy developments, town planning, Southeast Asia, and developments in other countries of the Commonwealth similar to Canada. The series was prepared for the Canadian Broadcasting Corp. by the United Kingdom Information Service in London, England.

BRITISH BROADCASTING, by Burton Paulu. U. of Minnesota Press, Minneapolis 14, Minn. 457 pp. $6.

SCHOLARLY but not pedantic, sympathetic but not prejudiced, Dr. Paulu's report on radio and television in the United Kingdom as they are, how they got that way and what the results have been is guaranteed to provide one or more evenings of interesting reading for any American broadcaster. If nothing else, he will learn enough facts to bolster up his arguments for the competitive system of broadcasting and will unlearn some beliefs about broadcasting in Britain that, although widely held, just aren't so. For instance, the Independent Television Authority, although commercial, is "subject to the same policy controls" as the tax-supported BBC and although both are licensed and closely regulated by the government, neither is in any sense a government department, any more than AT&T (like BBC, a monopoly with government consent) is.

Dr. Paulu's section on political broadcasting in England would not make a U. S. station operator, no matter how disgruntled with Sec. 315 or state libel laws, want to change places with his British confrere. But here, as elsewhere is this volume, he'll be amazed and fascinated at how differently two democracies have approached their mutual goal of guiding the development of broadcasting in the best interest of the general public.

American broadcasters—and critics of broadcasting—will also be interested in Dr. Paulu's careful conclusion that "the standards of discrimination among listeners and viewers in the United Kingdom were no higher after 30 years of monopoly operation by the BBC than they are in the United States with its competitive system of broadcasting." In both countries, most people pick programs that are light and entertaining in preference to those that are serious and demanding. The BBC schedules serious talks and full-length symphonies at top evening hours, yet the audience for that sort of programming is proportionately no larger than in the U. S., where prime time is commercial time. The evidence indicates, he says, "that the problems of building audiences for serious programs are not necessarily any easier with a public-service-minded monopoly than with a competitive system which has many commercial and a few educational stations."

MORGAN BEATTY'S YOUR NATION'S CAPITAL. Farrar, Straus & Cudahy, 101 Fifth Ave., New York 3, N. Y. 234 pp. $3.50.

SINCE Farrar, Straus & Cudahy is a successful publisher, presumably not given to spending money on elaborate practical jokes, it can hardly have been deliberate sabotage that led the firm to issue a guidebook without one illustration, to bind it in a dull brown cover and to wrap it in a billious tan jacket of the type that used to enclose third grade arithmetic books. Yet it's hard to imagine any other reason for the excessively unattractive manner in which Mr. Beatty's detailed descriptions of Washington's historic shrines and other tourist attractions have been packaged. An excellent reference book, it will tell you beforehand what you want to see or afterwards what you have seen, but it's better left home while you're rubbernecking.

NEW WORLD WRITING: "Notes on Television," by Gore Vidal. 10th Mentor selection, New American Library of World Literature, 501 Madison Ave., New York 22. 50 cents.

GORE VIDAL tells in a six-page chapter how he turned from novelist to tv playwright on "discovering" the medium in 1953 and has written or adapted 30 plays for tv in two years. This came about after the $4 novel was "stunned" by tv and the flood of paperback books. Mr. Vidal finds tv a challenge to the writer who can't say what he wants to on the medium and thus must say it by indirection and association. Adapting is as tough as original writing, he finds, and good play-writing not necessarily literature but a form of cleverness: the writer's art only a small part of that required to put on a satisfying tv drama. He'd like to see a tv repertory system for redoing good tv plays and thinks subscription tv may give the writer his "own" audience instead of that of an advertiser.

VISIT TO A SMALL PLANET and Other Television Plays, by Gore Vidal. Little, Brown & Co., 34 Beacon St., Boston 6, Mass. 278 pp. $4.

THE eight plays included in this volume were telecast during 1954 and 1955 on such major dramatic series as *Studio One* and *Goodyear Playhouse*. They were telecast live and are collected in book form, the author writes, "in the parental hope that eventually . . . certain plays will be done again from time to time, saving one's efforts from total oblivion."

FOUR THEORIES OF THE PRESS, by Fred S. Siebert, Theodore Peterson, Wilbur Schramm. U. of Illinois Press, Urbana, Ill. 153 pp. $3.50.

USING the word "press" as a generic term for all media of mass communications, this scholarly volume examines four types of presses. First and oldest was the Authoritarian theory that truth is the product of a few wise men. Functioning from the top down, this was a strictly controlled press, used by the rulers to tell the people what the rulers thought they should know. Then came the Libertarian theory, conceiving man as a rational being capable of discerning between truth and falsehood and the press as a partner in the search for truth. The Authoritarian press was a tool of government, the Libertarian press a check on government.

In recent years, as rising costs of media ownership tended to concentrate control of communications into the hands of the economically powerful, a new theory arose, the Social Responsibility theory, that "the power and near monopoly position of media impose on them an obligation to be socially responsible, to see that all sides are fairly presented and the public has enough information to decide; and that if the media do not take on themselves such responsibility it may

be necessary for some other agency of the public to enforce it."

As in the United States, the Social Responsibility theory of the press grew out of the Libertarian theory that was written into our Bill of Rights, so in Russia, the Soviet Communist theory evolved from the Authoritarian theory. Operating as a tool of the state, the Soviet Communist press is probably the most tightly controlled the world has ever known, "yet Soviet spokesmen think of their press as free because it is free to speak the 'truth' as the Party sees the truth. The American press is not truly free, the Soviets say, because it is business controlled and therefore not free to speak the Marxist 'truth'."

These four theories of what the press should be and do are examined in four essays by three authors. Fred S. Siebert, who describes the Authoritarian and Libertarian theories, is director of the U. of Illinois School of Journalism and Communications. Theodore Peterson, who writes on the Social Responsibility theory, is associate professor of Journalism and Communications at the U. of Illinois. Wilbur Schramm, who tackled the Soviet Communist theory, was formerly dean of the U. of Illinois Communications Div. and is now professor of Journalism and Communications at Stanford U.

Four Theories of the Press demands concentrated study of its readers, but anyone who is seriously interested in the communication of information and ideas and in the modern media of communication will find this study a rewarding experience.

ESSENTIALS OF TELEVISION, by Morris Slurzberg, William Osterheld, Elmo N. Voegtlin. McGraw-Hill Book Co., 330 W. 42nd St., New York 36, N. Y. 687 pp. $8.50.

WRITTEN for servicemen and calling for no more than high school mathematics, this book begins with the basic principles of tv, then describes in detail the operation of the various sections of a tv receiver, concluding with three chapters on (a) complete circuit analysis of three commercial monochrome sets, (b) color tv theory and receiver circuits, and (c) uhf tuners.

EDWIN HOWARD ARMSTRONG, Man of High Fidelity, by Lawrence Lessing, J. B. Lippincott Co., Philadelphia and New York. 320 pp. $5.

THIS is a friend's version of the life of Maj. Armstrong, as strongly sympathetic as the sub-title implies. It is in the classic Greek tradition—the indomitable hero, the inexorable series of events which ends, as all tragedies do, in destruction.

Edwin Howard Armstrong was an inventive genius in the American tradition of Benjamin Franklin, Thomas Alva Edison, Alexander Graham Bell, Samuel F. Morse and others whom Mr. Lessing equates with the "inspired artisans and tinkers" of earlier years. It is for this kind of scientist that Mr. Lessing strikes his most significant blows, individual vs. corporate research team.

In these pages the author paints a vivid life story of Armstrong—the attic tinkerer, the inventor of the feedback circuit, the World War I major, the developer of the superheterodyne circuit and the father of fm. It is the story of a dedicated scientist who found himself hailed for his inventions by engineering collegues, but felt himself jilted by commercial interests and by some fellow scientists. By far the most graphic writing is the account of the historic feuds between Maj. Armstrong and Lee DeForest and, in later years, between him and RCA.

SCATTER PROPAGATION by Ira Kamen and George Doundoulakis; Howard W. Sams & Co. Inc., Indianapolis 5, Ind.; 197 pp. $3.00.

WE'RE going to be hearing a lot about scatter propagation in the next few years and it is good that the Sams organization has put its talents to an explanation of this phenomenon which is on the threshhold of major usage. Geared for the technician, as are most Sams publications, this book brings down to the practical level the more abstruse dissertations on scatter which have in the past year or more filled the journals of professional societies. The plusses of scatter are detailed here, as are its drawbacks. The book is well illustrated and should be in the library of every serious technician, professional or otherwise.

1957 OFFICIAL Registry of Radio Systems in the Industrial Services, Communication Engineering Book Co., Radio Hill, Monterey, Mass. 152 p. $5.

IT was not many weeks ago that the FCC in its yearend report indicated how many non-broadcast transmitters are on the air (342,000 to 7,000). Those who have an interest in who these operators are and what their frequencies and powers are can turn to the registries put out by Communication Engineering Book Co. (Milton B. Sleeper, publisher). The latest in this series is the 1957 registry of radio systems in the industrial services—a 152-page listing of all users by category (power utility, special industrial, petroleum and gas, low power industrial, forest products, relay press, motion picture and vhf maritime. Not only are the names and addresses of licensees given, but also such other information as location of each fixed transmitter, number of mobile and portable units, and make of equipment.

New Tv Stations . . .

ACTIONS BY FCC

Elmira, N. Y.—Applications of **Elmira Star-Gazette Inc., Television Assoc. of Elmira Inc.** and **Veterans Bcstg. Co.**, all seeking ch. 9, dismissed 1-7-57. (Request of attorney.) Announced Jan. 9.

APPLICATIONS

Fargo, N. D.—Marvin Kratter tr/as Fargo Telecasting Co., vhf ch. 11 (198-204 mc); ERP 1.6 kw vis., 0.82 kw aur.; ant. height above average terrain 241 ft., above ground 250 ft. Estimated construction cost $57,333, first year operating cost $113,580, revenue $130,000. P. O. address 521 Fifth Ave., New York 17, N. Y. Studio location to be determined. Trans. location 12th St., 2½ mi. W. of city limits. Geographic coordinates 46° 53' 35" N. Lat., 96° 51' 0" W. Long. Trans. Gates, ant. Prodelin. Legal counsel Bernard Koteen, Washington, D. C. Consulting engineer Dawkins Espy, Los Angeles. Mr. Kratter is N. Y. real estate investor and office building syndicate operator. Announced Jan. 8.

Logan, Utah—Cache Valley Bcstg. Co., vhf ch. 12 (204-210 mc); ERP 0.955 kw vis., 0.477 kw aur.; ant. height above average terrain -760 ft., above ground 250 ft. Estimated construction cost $49,600, first year operating cost $30-40,000, revenue $30-50,000. P. O. address 1393 N. Main St., Logan. Studio and trans. location 1393 N. Main St. Geographic coordinates 41° 45' 0" N. Lat., 111° 50' 03" W. Long. Trans. and ant. Philco. Consulting engineer Clayton & Evans, Salt Lake City. Principals include **Herschel Bullen** (pres.-41.6%), **Logan** real estate broker, and **Reed Bullen** (sec.-treas.-31.5%), gen. mgr., **KVNU Logan**. Applicant is licensee of KVNU. Announced Jan. 3.

Existing Tv Stations . . .

ACTIONS BY FCC

KOVR (TV) Stockton, Calif.—FCC by memorandum opinion and order postponed effective date of Nov. 8 grant of KOVR application to change trans. site, pending hearing of Dec. 3 protest of KCCC-TV Sacramento, Calif., at which time Commission will act on KCCC-TV petition for reconsideration. Announced Jan. 3.

WINT (TV) Waterloo, Ind.—Granted mod. of cp to change station location (ch. 15) from Waterloo to Fort Wayne, Ind., pursuant to FCC action of Nov. 14 in shifting ch. 15 from Angola to Fort Wayne. Announced Jan. 3.

APPLICATIONS

WJBF (TV) Augusta, Ga.—Seeks cp to change trans. location to Pinelog Rd., near Beech Island, S. C., install new ant. system and make other equipment changes. Announced Jan. 7.

WFAM-TV Lafayette, Ind.—Seeks cp to change frequency to ch. 18 (494-500 mc), change vis. ERP to 22 kw, change type ant. and make other equipment changes. Announced Jan. 7.

WXTV (TV) Youngstown, Ohio—Seeks mod. of cp (which authorized new tv) to change ERP to 20 kw vis., 10.7 kw aur., change studio and trans. location to corner of Homestead St. and Indianola Ave., Youngstown, install new trans. and ant. system and make other equipment changes. Announced Jan. 7.

WLAC-TV Old Hickory, Tenn.—Seeks cp to change station location from Old Hickory to

NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN-HAMILTON COMPANY

RADIO • TV • NEWSPAPER

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

NATION-WIDE SERVICE

Station Authorizations, Applications
(As Compiled by B • T)

January 3 through January 9

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through Jan. 9

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,010	2,974	177	346	131
Fm	535	517	48	46	0

FCC Commercial Station Authorizations
As of December 31, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,971	516	265
Cps on air	37	14	246
Cps not on air	117	24	120
Total authorized	3,125	554	631
Applications in hearing	164	2	109
New station requests	291	5	59
New station bids in hearing	114	0	72
Facilities change requests	154	6	45
Total applications pending	917	86	386
Licenses deleted in December	2	0	0
Cps deleted in December	1	0	2

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through Jan. 9

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	378	91	469[1]
Noncomm. Educational	17	5	22[2]

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	340	320	660[1]
Noncomm. Educational	25	21	46[2]

Applications filed since April 14, 1952:
(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,053	337	822	567	1,390[3]
Noncomm. Educ.	63		36	27	63[4]
Total	1,116	337	858	594	1,453[5]

[1] **175 cps (33 vhf, 142 uhf) have been deleted.**
[2] **One educational uhf has been deleted.**
[3] **One applicant did not specify channel.**
[4] **Includes 44 already granted.**
[5] **Includes 707 already granted.**

Nashville, Tenn. Announced Jan. 4.

Translators . . .

APPLICATION

Green River, Wyo.—Robert R. Laird, ch. 70 (806-812 mc) to rebroadcast ch. 5 **KSL-TV Salt Lake City, Utah.** P. O. address Box 1211, Salt Lake City. Trans. output 10 w, ERP to community 45 w. Estimated population to be served 4,000. Estimated construction cost $4,865, first year operating cost $800. Announced Jan. 3.

New Am Stations . . .

ACTION BY FCC

Willow Springs, Mo.—Radio Station K granted 1330 kc, 500 w D. P. O. address Radio Station **KWPM-AM-FM West Plains, Mo.** Estimated construction cost $11,567, first year operating cost $32,000, revenue $36,000. Principals are **Robert F. Neathery** (95%), and **Robert Neathery Jr.** (5%), owners of KWPM-AM-FM, **KALM Thayer, Mo.; KAMS (FM) Mammoth Spring, Ark.,** and 50%, **KBHM Branson, Mo.** Announced Jan. 3.

APPLICATIONS

Lake Worth, Fla.—Garland C. Burt and Sam C. Phillips d/b as Gold Coast Bcstg. Co., 980 kc, 500 w D. P. O. address % Mr. Burt, 822 Carleton St., Lakeland, Fla. Estimated construction cost $15,246, first year operating cost $29,000, revenue $36,000. Mr. Burt is program director, **WLAK Lakeland.** Mr. Phillips owns recording and music firms in Memphis, Tenn., and ⅓ of **WHER Memphis.** Announced Jan. 8.

Palmetto, Fla.—E. D. Scandrett, 800 kc, 250 w D. P. O. address 423 S. Elm St., Kewanee, Ill. Estimated construction cost $15,000, first year operating cost $36,000, revenue $40,000. Mr. Scandrett is one-third owner-pres.-gen. mgr., **WKEI Kewanee, Ill.** Announced Jan. 4.

Bainbridge, Ga.—Joseph M. Grollman, 1360 kc, 1 kw D. P. O. address Box 146, Bainbridge, Ga. Estimated construction cost $21,117, first year operating cost $40,000, revenue $48,000. Mr. Grollman is manager of Bainbridge dry goods store. Announced Jan. 4.

Soda Springs, Idaho—Caribou Bcstg. Co., 540 kc, 500 w D. P. O. address % **Hugh A. Wagnon,** 305 S. Arthur, Pocatello, Idaho. Estimated construction cost $23,278, first year operating cost $36,000, revenue $41,200. Principals include Mr. Wagnon (pres.-20%), publisher-gen. mgr., Pocatello *Tribune-Journal;* **Wendell P.** and **Glen S. Marshall** (20%), Pocatello real estate-insurance agents; **Paul W. Croney** (20%), classified adv. mgr., *Tribune-Journal;* **C. Ed Flandro** (20%), Pocatello automobile agency, and **Robert L. Montgomery** (20%), sr. v. p., Idaho Bank & Trust Co. Announced Jan. 8.

Winchester, Va.—James B. Holder, 720 kc, 1 kw D. P. O. address 434 W. Leicester St. Estimated construction cost, $16,400, first year operating cost, $35,000, revenue, $60,000. Mr. Holder is employe of **WINC-WRFL (FM) Winchester.** Announced Jan. 9.

APPLICATIONS AMENDED

Camden, Ark.—Application of **Southern Bcstg. Co.** seeking new am on 1370 kc, 1 kw D, amended to change ant.-trans. and studio location, make changes in ground system and change type trans. Announced Jan. 7.

Westfield, Mass.—Application of **Albert L. Capstaff tr/as Westfield Bcstg. Co.** seeking new am on 1220 kc, 250 w D, amended to change frequency to 1570 kc, power to 1 kw and change type trans. Announced Jan. 9.

Bucyrus, Ohio—Application of **Bucyrus Enterprises Inc.** seeking new am on 790 kc, 500 w DA-D, amended to change frequency to 1420 kc, power to 100 w, change from DA-D to non-DA, change hours to unl. change type trans., decrease ant. height and change ground system. Announced Jan. 4.

Bellevue, Wash.—Application of **Bellevue Bcstrs.** seeking new am on 1330 kc, 1 kw D, amended to install DA and make changes in ground system. Announced Jan. 4.

Existing Am Stations . . .

ACTIONS BY FCC

WHGR Houghton Lake, Mich.—Granted increase power on 1290 kc from 1 kw D to 5 kw D. Announced Jan. 3.

KLOK San Jose, Calif.—Seeks cp to increase D power from 5 kw to 10 kw, change from DA-N to DA-2 and install new trans. Announced Jan. 9.

WESO Southbridge, Mass.—Seeks cp to increase power from 500 w to 1 kw and install new trans. Announced Jan. 9.

WJMJ Philadelphia, Pa.—Seeks cp to change frequency from 1540 kc to 1550 kc, increase power from 1 kw to 5 kw and install new trans. Announced Jan. 9.

KORD Pasco, Wash.—Seeks cp to increase power from 500 w to 1 kw and install new trans. Announced Jan. 9.

APPLICATION AMENDED

WCMR Elkhart, Ind.—Application seeking cp to increase power from 500 w to 5 kw, make changes in DA (decrease height and add one tower) and install new trans. amended to make changes in DA system. Announced Jan. 4.

New Fm Stations . . .

ACTION BY FCC

Lockport, N. Y.—Lockport Union Sun & Journal Inc. granted 99.3 mc, 750 w unl. P. O. address 142 Main St., Lockport. Applicant (licensee, **WUSJ Lockport**) was licensee of **WUSJ-FM Lockport,** deleted Nov. 14, 1952. Announced Jan. 3.

APPLICATIONS

Los Angeles, Calif.—Bible Institute of Los Angeles Inc., 107.5 mc, 19.6 kw unl. P. O. address % **James R. Allder,** pres., 558 S. Hope St., Los Angeles. Estimated construction cost $23,935, first year operating cost $6,000, revenue $7,000. Announced Jan. 3.

Riverside, Calif.—Leslie Morgan Wills, 102.7 mc, 68.985 kw unl. P. O. address 495 W. 25th St., San Antonio Heights, Upland, Calif. Estimated construction cost $30,664, first year operating cost $18,600, revenue $16,400. Mr. Wills is former v. p.-gen. mgr., Standard Motor Freight Inc., Secaucus, N. J. Announced Jan. 4.

Existing Fm Stations . . .

ACTIONS BY FCC

WGHF Brookfield, Conn.—Granted mod. of cp to change frequency to 95.1 mc and change ant. system (500 ft.). Announced Jan. 8.

KLON (FM) Long Beach, Fla.—Granted cp to change ERP to 1.2 kw, specify ant. height as 425

Continues on page 126

GATES
HI-WATTER
SERIES
MORE WATTS PER DOLLAR INVESTMENT
GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
OFFICES IN
NEW YORK, WASHINGTON, ATLANTA, HOUSTON, and LOS ANGELES

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
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RADIO

Help Wanted

New Pacific northwest medium market music station. Sales manager, salesmen, traffic gal, 1st phone, DJ's male-female. Experienced, honest, sober, aggressive, willing worker. References, auditions. Box 216E, B•T.

Managerial

Unusual opportunity for hard hitting sales manager or station manager in metropolitan area. Box 148E, B•T.

Pennsylvania kilowatter needs an assistant manager with a solid announcing background. Job pays excellent salary with commission bonus. Last man to hold job was just promoted to station manager. Looking for young, married man with a car. Position is permanent and opportunity at managership soon. Send tape, resume, photo and salary requirements to Box 219E, B•T.

Salesmen

Are you ready to step-up in sales work? Here is an opportunity. Texas. Box 759C, B•T.

Wanted: Salesman-announcer for California 5000 watt music and news station. Reply Box 103E, B•T.

Experienced salesman: Best small-city opportunity in the middlewest. Kilowatt daytimer in single-station market offers $400 per month guarantee for three month minimum. Incentive plan assures minimum "salary" of $300 per month even after guarantee period. Will match, dollar for dollar, up to $1,500 in new sales. Commission setup pays up to 40%. Box 113E, B•T.

Salesman-announcer, small market experience, southeastern location, 1kw single market station. Emphasis on sales, $100.00 weekly salary plus percentage. Send details. Box 136E, B•T.

Salesman with imagination, ambition, experience, some announcing. $325.00 plus commission. KBUD, Athens, Texas.

Radio salesman. Expanding sales staff. Must have proven sales ability. Salary plus good commission set-up in 250,000 market. Send full resume plus picture in first letter to Jack B. Chapman, KTSM-Radio, El Paso, Texas.

Salesman-announcer. Experienced local sales and board. WLDB, Atlantic City.

RADIO

Help Wanted—(Cont'd)

Announcers

Immediate opening for man with minimum six months experience. Will pay up to $75 per week to start. 40 hour week, overtime pay, vacations, etc. Must have car. Excellent opportunities for advancement within chain. Send tape, resume and photo. Box 678C, B•T.

Top eastern independent now auditioning announcer-DJ's. Several openings imminent. Good salary plus talent large market. Send tape, photo and resume to Box 101E, B•T.

Wanted: Announcer to the qualified man $350 start with advancement. 250 watt music-news station in college town. Box 105E, B•T.

Announcer for kilowatt station in Wyoming. First phone, selling ability desirable; must have car. Top salary, plus. Send tape, resume. Box 118E, B•T.

Announcer-engineer, 1st phone, 1kw daytimer, southeast location. Emphasis on announcing, $85.00 weekly to start. Send details. Box 137E, B•T.

Five kw station will give chance to young man 16-18 interested in learning radio. Box 142E, B•T.

Immediate opening for good reliable announcer. Prefer man with first class ticket or combination copywriter or announcer and salesman. Send complete information, tape. Box 167E, B•T.

Can you do a good staff job, emphasis on hillbilly? Are you dependable, experienced? Kilowatt independent, Carolinas, looking for you! Full details, including salary, first letter. Box 171E, B•T.

Experienced DJ-sportscaster. Established large midwestern station wants family man. Send tape and photo. Box 212E, B•T.

Minneapolis radio desires man with first class ticket able to handle early morning show and preventive maintenance. Start $400.00 month. Send tape and resume to Box 229E, B•T.

Immediate opening for combination announcer-first class license for independent fulltimer. Upper New York State. Good starting salary to right man, opportunity for advancement in organization. Mail audition tape and resume to Box 244E, B•T.

Midwestern daytimer offers $350 per month for a 48 hour week. Minimum 2 years experience. Married men only. Send all details plus tape and references. Box 247E, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer-engineer, 1st class ticket for new station in city of 27,000. Write, wire or phone Manager, KAGE, Winona, Minnesota.

Wanted: Announcer. Midwest 250 watt independent. Must do some news, can do some sales if desired. Call details to Paul Benson, Manager, KAYL, Storm Lake, Iowa.

Can you sell on-the-air? Second largest country-western audience demands country-western disc jockey with thorough konwledge of country-western music. We want a disc jockey who can sell on-the-air. Immediate opening. Write: Bob Kaye, c/o KEVE, Minneapolis, Minnesota.

Top pay for two top announcers with first class license. Send tape and letter to Bob Rohrs, KJAY, Topeka, Kansas.

Announcer with first class license, car for am-fm in good music operation. Rush tape, resume to WCRB, Boston 54, Mass.

Wanted: Experienced announcer. Strong on news. Good salary. Excellent working conditions. Immediate opening. WCPS, Tarboro, North Carolina.

Immediate opening for experienced announcer, strong on news and records. Good salary, talent. Send audition, photo, background information to Station WFDF, Flint, Michigan.

Immediate opening for good night announcer. Warm, friendly, sincere delivery. Airmail tape and resume, John Paras, WFLB, Fayetteville, North Carolina.

WISH Radio and WISH-TV have immediate opening, experienced commercial staff announcer. Must have solid announcing background. If you can qualify contact Bill Frosch, 1440 N. Meridian, Indianapolis.

Immediate opening for pop morning personality man, preferably with first phone ticket. Top salary to right man. Contact J. C. Johnson at WJEM, Valdosta, Georgia.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Mississippi.

Announcer-salesman. Experienced board and local sales. WLDB Mutual, Atlantic City.

Announcer—experienced deejay who can "intro" top 40 selections with minimum of words. Strong on commercials. Excellent working conditions. Send complete information with tape. Will arrange personal interview later. Write Program Director, WOC, Davenport, Iowa.

WPAZ, Pottstown, Pennsylvania needs morning man. Also service and selling, earn over $100.00 week.

Experienced announcer wanted for Washington, D. C., area independent. Send audition or call Jack Moran, WPIK, Alexandria, Virginia.

Expanding independent wants permanent staffers. Staff announcer, production-newsman, news editor, news reporter, salesman. Experienced men only. Personal interview required. Contact Assistant Manager, WSDR, Sterling, Illinois.

Just lost North Carolina's top disc jockey to Florida and need a man to replace him on Carolina's finest fulltime independent. Must be mature, friendly, experienced top quality jock. Salary $400.00 monthly. If you're worth more say so and we'll talk it over. Air mail adlib tape with news and commercials. WSSB, Box 1168, Durham, North Carolina. All tapes promptly returned.

Announcer with first phone, 42 hour shift, salary open. Call, wire or write Jim Luck, Manager, WTVB Coldwater, Michigan. Open January 15th.

Experienced, versatile staff announcer, genuine opportunity for advancement. Prefer married man. Include seven and one-half tape, photo, experience, salary requirement with your reply. WVSC, Somerset, Pennsylvania.

Experienced negro announcer, strong on spirituals, for WRAP, Norfolk, Virginia. Send tape to Tim Crow, Rollins Broadcasting, Wilmington, Del.

Combination announcer-engineers! Openings in top stations with top starting salaries. Alabama $95 . . . California $100 . . . Georgia $90 . . . also Michigan, South Carolina, Texas and Louisiana at top starting salaries. Shield, Box 630, Palm Beach, Florida.

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RADIO

Help Wanted—(Cont'd)

Announcers

Announcers: Georgia . . . $90 . . . Pennsylvania $85 . . . Colorado $75 . . . Texas $100. Other choice jobs in all 48 states. Shield, Box 230, Palm Beach, Florida.

Technical

Experienced engineer for position of chief engineer at modern, well equipped 250 watt full-time independent station in Pa. Will have complete responsibility for purchasing, maintenance repairs and operation. Good working conditions, good pay. No air work required. Box 742C, B•T.

Engineer-announcer, 250 watt, 100 miles from New York. Good pay. Box 811C, B•T.

Engineer wanted for transmitter work. Only qualifications first class ticket. Experience unnecessary. Send replies to Pat Uliano, Chief Engineer, WICC, Bridgeport, Connecticut.

Wanted: Experienced engineer-announcer for 250 watt daytimer with emphasis on announcing. Must have pleasing voice, sober—no drifters please. $100.00 for 48 hours, rush, picture, tape and experience. Raymond L. Prescott, Jr., WJIG, Tullahoma, Tenn.

Help wanted: Operator with first phone. WSYB, Rutland, Vermont.

Am-fm chief engineer, experienced in installation, construction, maintenance in both equipment, servicing of studio and directional arrays. Photo, background and—salary first. Address all correspondence to: Corporacion Radio Fonica Nacional, P.O. Box 347, Maracaibo, Venezuela.

Programming-Production, Others

Opening for smart continuity girl—top rated station in Ohio metropolitan market. **Good salary,** employe benefits. **Send sample material, photo,** background. **Box 755C, B•T.**

News reporter-copywriter, 1kw small market station. $60-$75 weekly salary, man or woman. Will consider beginner with journalism training. Send details. Box 138E, B•T.

50kw midwest network affiliate desires to secure assistant Program Director to supervise selection of music and do minor air work. Also will be Director of Public Relations. Must have experience as Music Librarian or assistant Program Director with music and news station. Box 250E, B•T.

Copywriter. 5kw radio and vhf tv combination. Good salary plus insurance benefits including Blue Cross-Blue Shield. If you are a good writer, and like the midwest, let us know. Box 200E, B•T.

Top radio newsman. Must have local news coverage experience. Send complete resume and tape to Conrey Bryson, KTSM, 801 N. Oregon, El Paso, Texas.

Best news station in non-metropolitan New York State wants combination newsman-announcer. College and newswriting experience desirable. Write full details on experience, education and references to WALL, Middletown, N. Y.

Newsman—gather, write, edit and broadcast local news. Handle tape recorder. Good pay. Profit sharing plan. WCOJ, Coatesville, Pa.

A fulltime experienced newsman needed for progressive Mass. daytimer, who will also head up public service and special events. Self-starting mature-minded men only will be considered. Announcing secondary to news gathering ability. WESO, Southbridge, Mass.

Program director-announcer: This man will replace current PD who is being promoted to manage second owned station. Prefer man who is looking for a future and who we can promote to manage next station. This man must be strong on news and staff announcing, have ability to prepare and type logs, and be able to look after manager-owner's interests inside station. Selling not required in this position, but will pay 20% commission on all sales. Send tape, picture, complete resume giving each job held, starting and ending date, salary received, reason for leaving. WKUL, Cullman, Alabama.

WOKJ, Jackson, Miss.—KOKY, Little Rock, Ark. —Top rated negro stations have immediate openings for white program director/office manager to supervise personnel-production-traffic-copy. Salary commensurate with ability and experience. Advance with a progressive organization. Send resume, photograph. Interview necessary. John M. McLendon, Box 2667, Jackson, Mississippi.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Gal for DJ, copy, general radio work. WSHE, Sheboygan, Wisconsin.

Immediate opening for newsman; gather, write and broadcast news. Commercial and disc show experience necessary. Starting salary $290, plus fringe benefits. Send photo, tape and background to WTTH, Port Huron, Michigan.

Situations Wanted

Managerial

Young man to manage. Wife completes team to produce top rated shows. Experienced. Four children. Must be permanent. Desire southeast. Minimum $200.00 for team. By first of June. Box 193E, B•T.

Station manager—long thoro experience. Strong on sales, good business builder. Middle age, settled energetic hard worker who gets things done. Efficient management. Rough on competition. Non-drinker, good character. Know and prefer southern markets in cities of 8,000 or more only. Send full details about your station. Box 214E, B•T.

Salesman, sales manager or manager, depending on your requirements. Resume. Box 224E, B•T.

Salesman

Complete reorganization. Station's top announcer-salesman seeks new position. Sober. Dependable. Box 181E, B•T.

Two aggressive salesmen with executive experience desire to move into American tv-radio market. Both have proven sales records in radio and tv wth sales, production and announcing ability. Have sold medium Canadian market for eleven years. Both married with families. Each presently earning $10,000 yearly. Box 204E, B•T.

Salesman. 8 years radio, last two in sales. Young. Energetic. Box 210E, B•T.

Salesman-DJ, newsman. Hard worker. Completely experienced. Interview preferred. Box 227E, B•T.

Experienced radio-saleswoman, also traffic-copy-good air voice. Mari Garr-Lester, Leonia, New Jersey, LE 4-9038.

Announcers

Personality-DJ — strong commercial, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 109E, B•T.

DJ staff—1½ years experience—presently employed—prefer northeast. Box 116E, B•T.

Sportscaster: Excellent play-by-play. Top rated radio and television sport shows. Special events. 10 years radio and television. Top references. Box 125E, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Commercial DJ—two years experience—presently employed—wish to relocate northeast. Box 133E, B•T.

Disc jockey, news. 3 years experience. Currently employed east coast. Box 170E, B•T.

Prefer job as program director-news announcer. 8 years of radio and television announcing. Desire work in an administrative capacity. Am 29, married, veteran, $800 a month. Box 172E, B•T.

Employed sportscaster wants heavier play-by-play schedule. Former player, coach, official. Organized service athletic programs. 10 years radio and tv broadcasting football, baseball, basketball. Prefer location with organized baseball Excellent baseball re-creations. College graduate, married, family, steady. Box 176E, B•T.

Announcer, experienced pop DJ. Employed metropolitan area. Own show top rating. Salary $100.00. Box 177E, B•T.

Staff announcer. Some experience. Vet. Tape. Box 180E, B•T.

Available—top morning personality. Employed midwest metropolitan area. Inquiries answered. Personal interview. Box 184E, B•T.

Beginner announcer. White, female. Will start at bottom. Location optional. Box 185E, B•T.

"Look!" Here's two bright young men with proven performance who can have your station on top in audience and billings. This team has the "new sound" in radio for all important morning hours . . . fast moving, friendly DJ; coupled with top newsman will give you a bigger piece of the pie. . . . If you're progressive, in a market of 100,000; and want the best . . . write, wire not to Box 186E, B•T.

Announcer—now employed with 2½ years experience. Seeks reliable organization, possibly eastern. Copywriter, production, DJ. Box 187E, B•T.

Radio announcer—6 months experience. Strong on commercials, news and play-by-play. Experienced in copywriting, college graduate. For tape and resume write Box 188E, B•T.

Top DJ in America's 6th leading market wants to settle in west or southwest. Excellent personality. Five years top experience doing own three hour show daily on big network station. Only top markets wanting good rating and top air salesman reply. Box 189E, B•T.

Experience announcer — play-by-play — football, basketball, baseball, news, commercial, board. Seek aggressive sports station. Prefer midwest or southwest. 36, family, sober. Box 191E, B•T.

Baseball, basketball, football, play-by-play sportscaster. Seven years experience. Box 195E, B•T.

ANNOUNCERS

Radio stations throughout the country are rapidly converting to "combo operation". Keep pace with the trend—protect your security—get your first class F.C.C. license without delay. Put yourself on the preferred list for better, higher-paid positions. A first class F.C.C. license gives you the advantage over otherwise equally qualified applicants. We have trained thousands and can prepare *you*, too, for a first class F.C.C. license in a minimum of time. Our 32 page booklet, Opportunities in Electronics, explains how you can prepare for this all-important license quickly, through home study or in resident classes. This booklet is free. Write for it today.

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Please send me your free booklet, telling how I can get my FIRST CLASS FCC license quickly. I understand there is no obligation and no salesman will call.

Name_____

Address_____ City_____ State_____

I am interested in: ☐ Home Study ☐ Resident Classes

RADIO

Situations Wanted—(Cont'd)

Announcers

Experience, versatile staff announcer, presently employed, wants to move to large market—preferably in east or midwest. 28, single, college graduate, 27 months announcing experience. Box 198E, B•T.

Announcer . . . strongest as newsman. Eight years experience. Will cost you! Box 210E, B•T.

Start '57 right with experienced announcer, sportscaster, news, record shows. Family. Employed. Box 225E, B•T.

Announcer, experienced, dependable; would like to move up. Desires job with progressive station in North Carolina, Virginia area. Box 228E, B•T.

Sports announcer, experienced play-by-play baseball, basketball, football, interviews. Box 230E, B•T.

Announcer, experienced all phases. Dependable, good background, prefer east coast. Box 231E, B•T.

Young woman . . . five years radio experience . . . prefer on-mike, production . . . eastern metropolitan area. Tape, photo, resume available. Box 233E, B•T.

Experienced announcer—DJ—news—sports. 25, married. Tape, resume. Box 234E, B•T.

Will invest money—radio-tv station. Presently employed staff announcer, 5 years experience all phases—family—excellent references. Will locate anywhere U. S. . . . tape, personal interview. Box 237E, B•T.

Top-flight announcer, radio-tv. Strong news. Mature delivery. Currently employed. Box 241E, B•T.

Successful DJ—twenty three years in radio and television. Desires change—no prima donna, married, non-drinker, radio is a career, not a game. Have salesman also if desired. Have all top rating in present market. Reply. Box 243E, B•T.

Baseball announcer—top southeastern sportscaster desires permanent position beginning with baseball season. After seven years airing AA league baseball another station bought rights. Ten years top-flight experience. A proven record for being able to satisfy: The ball club, the fans, the sponsor. Also thoroughly experienced play-by-play football and basketball. References. Box 245E, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer with 1st ticket. In radio for two years. Presently managing small 250. Wants to relocate in vicinity New York or Washington, D. C., Available about February 1st. Box 195E, B•T.

Wanted: Music, news, sports station. Four years experience. Family man. RonKoziol, 3824 West 55th Place, Chicago. Phone Ludlow 5-7351.

Attention middle northeastern progressive station. Looking for interesting DJ, selling commercials and authoritative news. 1 year experience, married and vet. JE 6-0211, 215 East 164th Street, Bronx, N. Y. Lee Sherwood.

Technical

Engineer, 1st phone. Nearly 3 years experience in am and tv. Good maintenance. Responsible. Box 194E, B•T.

Chief engineer-announcer-copywriter. Fully qualified and experienced. Southeast only. Box 251E, B•T.

Studio engineer—33—5 years experience, first phone, good references. Married, will travel. Looking for permanent situation. Box 235E, B•T.

First phone engineer, experienced. Cripple with crutches, has car. Board work, light maintenance. Prefer north midwest. Box 238E, B•T.

Experienced engineer. John Nagy, 244 Belmont, N.E., Warren, Ohio.

Programming-Production, Others

Woman, experienced, programming, secretarial. 3rd class ticket. Permanent location, small midwest town. Box 169E, B•T.

Copywriter—6 years experience. Radio and tv. On-camera and on-mike training included. Box 174E, B•T.

Sports director — radio play-by-play and tv sportscast . . . all sports. Six years experience. Married. . . . WWII vet. Desires larger market. Steady . . . reliable. Available after basketball. Box 175E, B•T.

Want radio work, tv opportunity. BS (Journalism), seven years experience. Presently director news-sports. Gather, air news. Play-by-play. Will work radio. Learn tv techniques on my time. Box 196E, B•T.

Program director . . . hard worker. Lots of ideas, plus sales, promotion. Box 211E, B•T.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Young woman, 2½ years DJ, top continuity and traffic; 1 year PD. Desires combination work independent vicinity Detroit. Excellent on console. Box 215E, B•T.

Program director-announcer for small station. Many years experience. Travel. Box 226E, B•T.

News, sports editor-announcer. One year experience. College grad. East preferred. Box 239E, B•T.

A proven PD, operations director and manager. Tired of promises to let station advance. Wish to join progressive station or ad agency. Have a great deal to offer. Top news delivery and director, top DJ on women's shows, excellent voice. Long and successful experience in writing and spot production, sales brochures and public service programs. Can do anything in radio except engineering. High morals, good family man. Willing to travel. Box 242E, B•T.

TELEVISION

Help Wanted

Salesmen

Time salesman, experience necessary. Salary, commission and expenses. Letter only. Write to Sales Manager, WGLV-TV, Easton, Pennsylvania.

Announcers

Expanding physical facilities and programming requires additional announcers for CBS affiliates in northeastern Pennsylvania. Write direct to WGBI Radio-Television, Scranton, Pennsylvania.

Technical

Engineer, first class license for network vhf affiliate. Studio and transmitter experience not necessary. Contact W. M. Greeley, KHOL-TV, Holdrege, Nebraska.

Immediate opening for tv engineer. Network vhf station. KKTV Colorado Springs, Colorado. Willis Shanks.

Kinercording engineer, send experience, recent snapshot, salary expected, references. KRMA-TV, 12th and Welton Streets, Denver, Colorado.

First class maintenance engineer for position of assistant chief. Excellent opportunity for advancement in a growing organization for right man. Send particulars. E. N. Greene, KSHO-TV, Fremont Hotel, Las Vegas, Nevada.

Florida vhf television station has immediate opening for engineer. Car and first phone necessary. Forward resumes to Chief Engineer, WEAT-TV, P. O. Box 70, West Palm Beach, Florida.

Wanted engineer to work in tv. Experience not necessary. First class license required. Contact Chief Engineer, WINK-TV, Fort Myers, Florida.

Tv engineers! Two outstanding openings in South Carolina and Idaho. Shield, Box 630, Palm Beach, Florida.

Immediate opening for experienced engineer with first class phone. Contact H. E. Barg, 1015 N. 6th Street, Milwaukee, Wisconsin.

Programming-Production, Others

Producer-director needed by large mid-U. S. tv station. Must have at least three years experience. Please state experience and minimum salary required. Box 120E, B•T.

Situations Wanted

Managerial

Top-flight manager or sales manager available over 8 years of tv experience in top major markets. Thorough knowledge of operations, sales and management. Presently manager in major market. Confidential. Box 190E, B•T.

Manager-sales manager. Experience large and small markets. Strong local, national, network sales. Excellent background all phases station operation. Responsible, family man, strong community interests. Box 213E, B•T.

WANTED! at KLIF, DALLAS
and KTSA, SAN ANTONIO
CREATIVE COPYWRITERS AND TOP DISC JOCKEYS

If you are a really *sharp* copywriter, with imagination and excellent language command, these two top McLendon radio stations want to hear from you immediately. And if you're a *good* disc jockey, fire us an audition tape immediately.

Gordon McLendon
2104 Jackson St.
Dallas, Texas

TELEVISION

Situations Wanted—(Cont'd)

Salesmen

Salesman-announcer, 5 years radio, one tv. Prefer sports announcing-sales combination. Best references, 27, college grad, hard worker. Box 647C, B•T.

Announcer-salesman, married, sober, good appearance, with southern daytimer, wants television opportunity. Box 182E, B•T.

Announcers

On-camera salesman with executive experience. Excellent adlib. Eight year background includes production, promotion, programming. Desire responsibility, advancement. Age 31, college degree, top references. Box 183E, B•T.

On-camera salesman with executive experience. Excellent adlib. Eight year background includes news, production, promotion, programming. Desire responsibility, advancement. Age 31, college degree, top references. Box 236E, B•T.

Technical

One of the better engineers. Twelve years building and operating. As chief will handle your engineering problems and efficiently and economically. Permanent position only. Box 202E, B•T.

Programming-Production, Others

Tv station film supervisor, 6 years experience, wants opportunity to learn programming, management, production, ad agency, etc. B.A. degree. Box 650C, B•T.

Television-director-announcer, 6 years experience in eastern vhf station. Desires metropolitan area. Preferably eastern U. S. Excellent background and experience. Box 166E, B•T.

Assistant tv weatherman. Desire position as weatherman, plus other duties. Box 192E, B•T.

Tv newscaster: Three years as news producer-director at top ten net vhf. Two years in smaller stations in every capacity from talent to traffic. Own and operate sound and silent movie cameras. Thorough knowledge all phases of film production from shooting thru processing. Winner of three national awards for public service films. Want chance to prove myself as one man news-staff. Can go out and dig the story, film it, write it up and then deliver it on-the-air. Salary secondary to an "on-the-air" opportunity. Married, 29, veteran, college. Resume, tape and references gladly. Box 197E, B•T.

Promotion manager. Young man looking . . . permanent tv promotion spot in northeast. Television and newspaper experienced, 28, family. Box 208E, B•T.

FOR SALE

Stations

For sale: Kilowatt am in northwest college town. Full price $50,000.00, ½ down, ½ terms. Write 784C, B•T.

Two-thirds interest in 1000 watt daytime station. Located heart of world's richest agricultural and industrial area. Box 206E, B•T.

Carolina small market station. Needs management. Priced under $50,000 and available on terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Florida metropolitan market station modestly profitable, $240,000 total, 29% down. Paul H. Chapman Company, 84 Peachtree, Atlanta.

$185,000, midwest, large market, day, terms; $45,000, California, resort area, isolated; Minnesota, $75,000. Day, terms; $75,000. Mountain region, $40,000 down; $275,000. Mountain states, $90,000 down; CP, Illinois, The Norman Company, 510 Security Building, Davenport, Iowa.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

FOR SALE

Equipment

Microwave reflectors, 6 ft. by 8 ft. made by Tower Construction Company, new, in original crates. Make offer. Pete Onnigian, Chief Engineer, KBET-TV, Sacramento, California.

Blaw-Knox 325 foot type N-28 self-supporting tower. Will support 6 bay tv antenna. Radio Station WJPG, Green Bay, Wisconsin.

For sale or trade: Cubcorder, model A, used less than five hours . . . need Western Electric 23C console . . . will buy or trade cubcorder for . . . contact Clovis Sadler, Mana_er, WKAY, Glasgow, Kentucky.

Two Gates CB-11 turntables, no cabinets. Need rebuilding; just replaced. 2-speed, 33⅓ and 78. Write cash offer as is, where is. WWGP, Sanford, N. C.

For sale at a bargain, one 310 ft. Lingo tower with lighting equipment. Tower is standing at transmitter site and must be dismantled by buyer. United States Tower Co., 210 Union Trust Building, Petersburg, Virginia.

WANTED TO BUY

Stations

Wanted: Radio station by experienced owner. Give complete financial facts. Confidential. Box 760C, B•T.

Experienced Georgia broadcaster with $10,000 wants to buy or lease Georgia station. Box 141E, B•T.

Desire to lease with option to buy or to purchase station in small or medium market on terms. We will operate as practical, resident broadcaster—not interested in investment or speculation. Write Box 145E, B•T.

Stations wanted. Arkansas and Missouri. Ralph Erwin. Licensed Professional Broker. 1443 South Trenton. Tulsa.

Equipment

Am daytimer considering fm. Like bids on following used: 4 bay side tower antenna; 320 feet feed; am isolator; transmitter, fm monitor. Quote asking price and availability. Box 111E, B•T.

Wanted 1 to 3kw fm transmitter. State make, condition and price. Box 173E, B•T.

Field intensity meter, WX-2C or D in good shape. Send details and price. Box 201E, B•T.

Wanted 3 or 10kw fm transmitter, RCA, Collins or Gates. Specify price, age, condition and availability. Box 203E, B•T.

Wanted: Used 5 or 10kw fm transmitter. Will buy accessory station equipment if available. Box 222E, B•T.

Wanted to buy: One used 1kw. Late model am transmitter for use as alternate. Also could use limiting amplifier, modulation and frequency monitors. Must be in excellent condition. Send details and cash price to Box 223E, B•T.

WANTED TO BUY

Equipment

Used 500 watt transmitter consolette; turntable; frequency modulation monitors; other used equipment. Box 240E, B•T.

Want 3 or 5kw fm transmitter or 3 kw amplifier with power supply. Call Floyd Hall, KPOL, Los Angeles, Capitol 5-7011.

Wanted to buy: 1 kw am transmitter, as auxiliary, for cash. State condition, price. Contact Martin, WTUX, Wilmington, Delaware.

Wanted: Used closed-circuit tv equipment. Dage, other. Reply Vic Ives, 2785 Center Street, Oroville, California.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics. Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N. W., Washington, D.C.

RADIO

Help Wanted

Salesmen

Radio Salesman

5kw leader in major inland market wants immediately two bright men who are rarin' to go with a real opportunity. Earnings $5500-8000 up to you. Advancement potential with a great outfit. Write or wire

Box 221E, B•T

SALESMAN

Want top-notch radio time salesman at top-notch wages! Send resume, photograph to "Salesman," P. O. Box 98, Newport News, Virginia.

WANTED
$10,000 REWARD

A SALARY UP TO $10,000 WILL BE AVAILABLE to the right man with the right ideas at the right time, plus executive ability, initiative, and experience to reorganize, revitalize, and deliver the goods as Director of Promotion-Publicity Department for top-rated pioneer TV-Radio operation noted for its performance both on-the-air and off. No one without experience and full qualifications need apply. No hurry; we want only the right man. Send fullest particulars to

Box 220E, B•T

RADIO

Help Wanted—(Cont'd)

Announcers

ANNOUNCER-DJ-COMBO OPR.

Midwest 5000 watt radio net. affiliate opening for versatile announcer who is a fast-paced DJ with original ideas and can do creditable newscast. No less than 3 years experience. Salary commensurate with ability.

Box 232E, B•T

STAFF ANNOUNCERS

We are looking for a full staff of announcers for a new 1000 watt, independent operation now under construction at Laurel, Mississippi. Ours will be a music-news type of operation in a highly competitive market. If you are a personality type disc-jockey who knows the pop field thoroughly and are production minded, we would like to hear from you. We are experienced operators who will expect you to learn OUR method of operation. You will be expected to work hard but you will be well paid. We have no room for prima donnas or opinionated ideas about music. You must have a warm, friendly delivery and be adept at ad lib (but know when to stop). Send complete resume, tapes and photos to

VOICE OF THE NEW SOUTH
P.O. Box 1245
Meridian, Mississippi

RADIO

Help Wanted—(Cont'd)

Announcers

Nationally-known metropolitan network station with a 24 hour "Radio Active" schedule, needs another TOP-NOTCH ANNOUNCER with personality-plus, who has experience, character and ability to establish local prominence, determine to fulfill this opportunity successfully and profitably now. Send background, photo and audition tape.

Box 249E, B•T

ONE OF THE NATION'S GREAT STATIONS NEEDS DJ

In Jim Winters, I've got one of the really top boys in the East. I need his double and don't think Bangor is East Lynne—It's a balling town. This is a real sharp operation and if you're a real sharp guy with both feet on the deck, we can get together. Send information, tape and photo to

Lee Gorman
Vice President & General Manager
WABI & WABI-TV

P.S. Remember—This is Radio only. I can get all the TV announcers I need.

STAFF ANNOUNCER

Top New England independent looking for man with minimum of 2 years commercial station experience. DJ work and newswriting-reading experience required. Prefer New Englander or someone familiar with general area. Send tape, resume, picture and salary requirements to:

PROGRAM DIRECTOR
WNEB
WORCESTER, MASS.

RADIO

Situations Wanted

Managerial

A RADIO STATION MANAGER WHO LOVES GOD

Young (38), God-loving (Regular Communicant), with this Radio-TV background: TV News Director (8 mos.), Radio News (7 years), Top Radio DJ (6 years), TOP TV DJ (Hour daily), TV Panel Head, Continuity Writer, and Radio-TV-Adv. Agency Announcer (7½ years). Now have own Adv. Agency (Public relations for 3 major brands of cigarettes; plus automotive accounts) and presently News Director and Continuity Man for highly successful Radio Station in a million plus market in Southwest. Want to Manage a station (preferably an Independent in a huge metropolitan area). Ask only 1 year to prove that a station, literally stripped of the present materialistic, almost Godless programming this is today's norm, can be made into an Instrument of Service, Love and Interest to ANY community. Can package shows for sale, and work actively with a Good Staff, service accounts, and seek billings. Am healthy, have priceless wife, 5 children, thousands of friends. Salary $160 week, relocation allowance, chance to advance. Can begin 2 weeks after I hear from you. Address
Box 162E, B•T

Salesman

Top Salesman Available

Eight years experience calling on TV and Radio Management. Widely acquainted in industry, personal contacts in all Southeastern TV stations. Familiar with all phases of broadcasting. Desire permanent connection selling products or services to Southeastern stations, or with metropolitan station in Southeast. Salary secondary to future potential.
Box 163E, B•T

Programming-Production, Others

GOOD NEWS SELLS!

Radio News Editor, 8 years experience. Just back from 5 years in Europe as correspondent. Proven top reader and writer. Let me pep up your news. Any location, radio or TV.
Box 160E, B•T

TELEVISION

Help Wanted

Salesmen

WBRE-TV STILL GROWING

You can grow right along with this expanding organization as a TV account executive if you are experienced in the industry and can prove your potential. Salary and commission applications with complete resume sent to Operations Manager, WBRE-TV, Wilkes-Barre, Pennsylvania, will be completely confidential.

SALES MANAGER

CBS MAXIMUM POWER AFFILIATE IN SOUTHWEST NEEDS AGGRESSIVE SALES MANAGER WITH EXCELLENT, HARD SELLING TV BACKGROUND. THIS RICH MARKET HOLDS POTENTIAL OF $25,000 PER YEAR FOR RIGHT MAN WITH ABILITY TO ORGANIZE AND DIRECT ENTIRE SALES EFFORT. THIS STATION WITH TOP AREA ACCEPTANCE NEEDS STABLE MAN WITH BACKGROUND THAT WILL STAND COMPLETE INVESTIGATION. FORWARD FULL RESUME, PHOTO AND TOP REFERENCES FIRST LETTER. IF YOU QUALIFY, PERSONAL INTERVIEW WILL BE ARRANGED.

BOX 164E, B•T

TELEVISION

Help Wanted—(Cont'd)

TV SALES MANAGER

Exceptional opportunity for advancement, security and earnings. Eastern VHF needs outstanding sales executive. TV sales and broadcast sales management experience mandatory.

Box 168E, B•T

IT'S WONDERFUL . . . . .
the excellent opportunity now available for a TOP-FLIGHT TV SALESMAN in one of the country's fastest growing TV markets. . . . .
and with one of television's leading corporations!
Write or wire giving full details, personal preferences, experience and salary desired
Box 161E, B•T

Programming-Production, Others

Newsman

We want a trained newsman. Journalism degree preferred. Extensive experience not necessary . . . but must have top news gathering and news writing ability, and real interest in news work. Ability to do on-camera TV news also preferred. Excellent opportunity for young man who wants to go places in TV news. Salary range $350 to $400 per month, depending on ability. Want to fill as soon as possible. Send tape, photo and all information first letter to

Box 218E, B•T

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

PROMOTION MANAGER

Television Station Promotion Manager good Western VHF market. Successful applicant must combine knowledge all sales promotion statistical and accounting procedures, competitive costs, local and national advertising, merchandising and publicity, make-up, layout, and copy. State minimum salary required and availability.
Box 671C, B•T

We'll start you at $12,000 a year if you are a very good

TV PROGRAM DIRECTOR

worth more!

You'll grow with one of the great TV stations of America . . .

You'll work with one of the best known creative men in the business—a man who will gladly leave you alone when you've learned the landmarks of this city and the trademarks of its clients. . . .

You've got to (repeat) you've got to get along with people . . . young people who have made this station great . . . young people who must be handled with a sincere and honest interest in their development.

You should be able to develop big ideas for small budgets (we've done loads of them), as well as great ideas for a great network (we've done loads of them, too!)

All the adjectives found in ads for good men are part of our demands. We'll meet in New York at our expense if your letter sells you.

Box 217E, B•T

TELEVISION

Help Wanted

Programming-Production, Others

NEW YORK TV STATION LOOKING FOR YOUNG MAN

for new sales development job. Must know what makes a good spot buy, ratings, etc. plus ability to gather facts and present them effectively.

Box 248E, B•T

Situations Wanted

Managerial

WANTED! ANOTHER CHALLENGE!
A BIGGER, HARDER JOB—IN TV

. . . 10 years sales management, program production, packaging experience. . . . Los Angeles; St. Louis; Oklahoma City. . . . Currently Sales Manager, top station in major market, CBS-VHF.

Available after February 1st.
Top industry references.

RUSS SEVERIN
7804 Atlantic Avenue
Virginia Beach, Va.
Phone 3376

FOR SALE

Stations

TELEVISION STATION VHF Texas VHF

Just listed. Single-Station VHF market. Large urban area. Priced at $240,000 total. Written inquiries invited.

RALPH J. ERWIN, BROKER
1443 S. Trenton Tulsa, Okla.

SMALL RADIO STATION WANTED

(Will Pay All Cash)

Must gross between $150,000 and $200,000 with net profits record.

Box 165E, B•T

Continues from page 114

ft. and change type trans. Announced Jan. 8.

KWPM-FM West Plains, Mo.—Granted cp to change frequency to 93.9 mc. Announced Jan. 8.

APPLICATIONS

WBTU (FM) Carbondale, Ill.—Seeks mod. of cp (which authorized new, noncommercial educational fm) to change ERP to 21.2 kw, ant. height above average terrain to 393 ft., and trans. location to SW corner of Southern Ill. Campus, Carbondale. Announced Jan. 4.

WIAN (FM) Indianapolis, Ind.—Seeks cp to change ant. system of existing noncommercial educational fm. Announced Jan. 7.

WCRB-FM Waltham, Mass.—Seeks mod. of cp (which authorized changes in licensed station) to change station location to Boston, Mass. Announced Jan. 7.

Ownership Changes . . .

ACTIONS BY FCC

KODE-AM-TV Joplin, Mo.—Granted assignment of license and cp from **Air Time Inc.** to **WSTV Inc.** Latter is 100% stockholder of Air Time. Announced Jan. 8.

WATV (TV) Newark, N. J.—Granted assignment of cp from **Bremer Bcstg. Corp.** to **Atlantic Tele Vision.** Corporate change. No change in control. Announced Jan. 8.

APPLICATIONS

KTML Marked Tree, Ark.—Seeks assignment of license from **Earl W. Daly** to **Poinsett County Radio Broadcasting Co.** for $10,000 and assumption of approximately $11,788 obligations. Poinsett principals are one-third partners, **Kohn Bray** and **L. V. Ritter Jr.**, gas appliance interests, and **J. E. Singleton**, theatre owner. Announced Jan. 4.

WTWB Auburndale, Fla.—Seeks assignment of license from **R. E. Hughes** to **L. M. Hughey** for $50,000. Mr. Hughey owns Tampa, Fla., petroleum products firm. Announced Jan. 8.

KWIK Pocatello, Idaho—Seeks assignment of license from **Pocatello Television Corp.** to **Pocatello Radio Inc.** for $33,000. Pocatello Radio is owned by **KOIL Omaha, Neb.** Announced Jan. 3.

WFPR Hammond, La.—Seeks assignment of license from **Cyril W. Reddoch and Ralph L. Hooks d/b as Louisiana Bcstrs.** to **Airweb Inc.** for $52,250. One-third partners in Airweb are **John E. Judd**, mgr., **WEND Baton Rouge, La.**; **Robert S. Boeker**, Baton Rouge feed and hardware merchant and building interests, and **Jesse L. Webb Sr.**, Baton Rouge assessor. Announced Jan. 3.

WPET Greensboro, N. C.—Seeks assignment of license from **Wayne M. Nelson** to **Guilford Adv. Inc.**, Greensboro, for $125,000. **Hugh E. Holder**, pres.-25% owner of Guilford Adv., formerly owned **WTIK Durham, N. C.** Announced Jan. 7.

KADA Ada, Okla.—Seeks involuntary transfer of control from **Dr. C. C. Morris, deceased, to Billy T. Hoover and Anderson Brown Morris, co-administrators.** Dr. Morris' share of 51.5% has been bequeathed to Mrs. Morris. Announced Jan. 3.

KWSH Wewoka, Okla. — Seek involuntary transfer of control from **Dr. C. C. Morris,** deceased, to **Billy T. Hoover and Anderson Brown Morris,** co-administrators. Dr. Morris' share of 51.9% has been bequeathed to Mrs. Morris. Announced Jan. 3.

KTIL Tillamook, Ore.—Seeks acquisition of positive control and assignment of license to **Fred H. Guyton** through purchase of 49% of stock from **B. C. Lamb and Amelia Lamb** for $17,000. Mr. & Mrs. Guyton will own 100%. Announced Jan. 4.

WBOB Galax, Va.—Seeks acquisition of positive control by **Robert V. Morris** through purchase of 5% stock from **Homer D. Jennings** for $544 and 5% from **John W. White Jr.**, for same amount. Mr. Morris will own 60%. Announced Jan. 8.

Hearing Cases . . .

FINAL DECISIONS

WAVZ New Haven, Conn.—FCC by order of Jan. 2 affirmed without further hearing its decision of Nov. 7, 1955, which granted application of WAVZ to change facilities from 1260 kc, 1 kw D, to 1300 kc, 1 kw DA-N, unl., with waiver of Sec. 3.28 (c) "10% rule," and denied application of **Key Bcstg. System Inc.**, for new am on 1300 kc, 1 kw DA-D, in Bay Shore, N. Y. **Elm City Bcstg. Corp. (WNHC-AM-FM-TV New Haven)** whose denial by Commission of petition to intervene was reversed by court, has been liquidated and its rights now devolve upon **Triangle Publs. Inc., Radio & Television Div.**, which does not desire further hearing. Announced Jan. 3.

Oshkosh, Wis.—FCC by order of Jan. 2 made effective, 30 days hence, initial decision released Nov. 29 ordering **Morgan Co., Oshkosh,** to cease and desist from violating Part 18 of rules by operating industrial heating equipment without required certification and causing interference to tv broadcast service. Announced Jan. 3.

OTHER ACTIONS

Lakeland, Winter Haven, Winter Garden, Fla.—FCC by memorandum opinion and order of Jan. 2 granted petition by **Polk Radio Inc.**, Lakeland, to enlarge issues of hearing on am applications of Polk, **Duane F. McConnell,** Winter Haven, and **E. D. Covington Jr.**, Winter Garden, to determine whether application of Mr. Covington was filed in good faith or for purpose of impeding, obstructing, or delaying grant of Polk application; on Commission's own motion, similarly enlarged issues with respect to filing by Mr. McConnell. By separate memorandum opinion and order of same date Commission also enlarged issues to include determination whether grant to Mr. McConnell and/or Mr. Covington might result in undue concentration of control in view of offices which each holds, and ownership interest each has in **WONN Lakeland.** Announced Jan. 3.

Flint, Mich.—FCC by action of Jan. 2 ordered that taking of testimony in Flint tv ch. 12 proceeding, involving applications by **WJR, The Goodwill Station Inc., Trebit Corp.** and **W. S. Butterfield Theatres Inc.,** shall commence Jan. 7. Announced Jan. 3.

McKeesport, Pa.—FCC by memorandum opinion and order of Jan. 2 denied petitions by **WCAE Inc.**, Wilkinsburg; **Irwin Community Television Co.**, and **Wespen Television Inc.**, Irwin; and **Matta Enterprises,** Braddock, all Pa., for reconsideration, etc., of Commission's action of Nov. 8 in reopening record in ch. 4 television proceeding to show death of principal in **Television City Inc.**, McKeesport; and ordered further hearing to commence not later than Jan. 7. Chmn. McConnaughey dissented; Comr. Craven abstained. Announced Jan. 3.

NARBA Notifications . . .

List of changes, proposed changes and corrections in assignments of Mexican broadcast stations modifying appendix containing assignments (Mimeograph 47214-6) attached to recommendations of North American Regional Broadcasting Agreement Engineering Meeting Jan. 30, 1941.

Mexico Change List #198 **Nov. 29, 1956**

630 kc

XEFX Guaymas, Sonora—(New) 250 w unl. Class IV. 4-26-57.

680 kc

XEFJ Teziutlan, Puebla—(Change date of deletion) 1 kw D, 100 w N. Class IV. 4-29-57.

880 kc

XEFX Guaymas, Sonora—(Delete assignment) 250 w D. Class II. 5-26-57.

960 kc

XEOP Hermosillo, Sonora—(Delete—change to Ciudad Obregon) 500 w unl. Class III-B. 5-26-57.

XEOP Ciudad Obregon, Sonora—(New) 750 w D, 500 w N. Class III-B. 5-26-57.

970 kc

XECJ Apatzingan, Michoacan—(New) 1 kw D, 250 w N. Class IV. 5-26-57.

980 kc

XELC La Piedad, Michoacan—(New—previously on 1200 kc) 5 kw D, 200 w N. Class IV. 5-26-57.

1200 kc

XELC La Piedad, Michoacan—(Delete—changed to 980 kc) 500 w D. Class II. 5-26-57.

1270 kc

XEPV Papantla, Veracruz—(New) 1 kw D, 250 w N. Class IV. 5-26-57.

1330 kc

XEHZ Martinez de la Torre, Veracruz—(New) 1 kw D, 100 w N. Class IV. 5-26-57.

1340 kc

XECJ Apatzingan, Michoacan — (Deleted) — changed to 970 kc) 1 kw D, 250 w N. Class IV. 5-26-57.

1420 kc

XEGF Gutierrez Zamora, Veracruz—(New) 500 w D, 100 w N. Class IV. 5-26-57.

1450 kc

XEJD Poza Rica, Veracruz—(New) 1 kw D, 250 w N. Class IV. 5-26-57.

1490 kc

XEMH Merida, Yucatan—(Increase power) 1 kw D, 250 w N. Class IV. 2-26-57.

Routine Roundup . . .

January 3 Decisions

BROADCAST ACTIONS

By the Commission

SCA—FCC granted Subsidiary Communications Authorizations for background music service to **WJEF-FM Kalamazoo, Mich., WFMX (FM) New York, N. Y.** (both on multiplex basis), and **WFMQ (FM) Hartford, Conn.** (on simplex basis). Action Jan. 2.

WING Dayton, Ohio; WGRD Grand Rapids, Mich.—Are being advised that application by WING for renewal of license (1410 kc, 5 kw DA-N, unl., and application by WGRD to change hours of operation on same frequency with 1 kw from daytime only to specified hours indicates necessity of hearing because of interference considerations. Additionally are being advised that WGRD may resume pre-sunrise operation if WING is operating with its non-directional facility during this period. Commissioner Doerfer absent. Action Jan. 2.

January 3 Applications

ACCEPTED FOR FILING

Modification of Cp

KAUS Austin, Minn.—Seeks mod. of cp (which authorized mount tv ant. on east tower) to extend completion date.

FOR SALE

Equipment

EQUIPMENT

2 complete RCA field camera chains including cable and switcher. We purchased for closed circuit programs prior to hearing which we lost. Practically brand new. Will sell for 75% of cost. Contact Bill Antony, KWKH, Shreveport, La.

INSTRUCTION

96% OF ALL GRADUATES OFFERED POSITIONS IN RADIO OR TV!

Courses in Announcing, Acting, Writing, Production. 1 year of intensive training. Founded in 1934. Professional teachers with national network background. Term starts January 28th.

NATIONAL ACADEMY OF BROADCASTING

3338 16th Street, N.W. Washington, D. C. Dept. B

NEGOTIATOR FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

ALLEN KANDER
And Company

1625 Eye Street, N.W. • Washington, D. C. NA 8-1990
60 East 42nd Street • New York 17, N. Y. MU 7-4242
35 East Wacker Drive • Chicago 1, Illinois RA 6-3688

KLAS-TV Las Vegas, Nev.—Seeks mod. of cp to extend completion date to 2-28-57.

RENEWAL OF LICENSE

KOIN-FM Portland, Ore.; KUOH (FM) Honolulu and **KVOK (FM) Honolulu**, both **T. H.; KRVM (FM) Eugene**, and **KWAX (FM) Eugene**, both Ore.; **KCPS (FM) Tacoma** and **KUOW (FM) Seattle**, both Wash.

January 4 Applications

ACCEPTED FOR FILING

Modification of Cp

KMLA (FM) Los Angeles, Calif.—Seeks mod. of cp to extend completion date.

KCHJ Delano, Calif.—Seeks mod. of cp (which authorized change hours, power, type trans. and install DA-2) to extend completion date.

License to Cover Cp

KWFM (FM) Minneapolis, Minn.—Seeks license to cover cp (as mod. which authorized new fm).

WDAM-TV Hattiesburg, Miss.—Seeks license to cover cp (which authorized new tv).

REMOTE CONTROL

WAAA Winston-Salem, N. C.

January 7 Decisions

BROADCAST ACTIONS

By the Commission

WGMS-AM-FM Bethesda, Md.-Washington, D. C.—FCC by memorandum opinion and order denied Dec. 11 motion by Lawrence M. C. Smith for order to show cause concerning manner in which **The Good Music Station Inc.** (assignor) and **RKO Teleradio Pictures Inc.** (assignee) have complied with Commission's Nov. 21 order for re-assignment of license and cp of WGMS and license of WGMS-FM to assignor pursuant to court direction.

By separate action, Commission denied appeal by Mr. Smith to hearing examiner's denial of his request for postponement of hearing on his protest to assignments, now scheduled for Jan. 11.

January 7 Applications

ACCEPTED FOR FILING

Modification of Cp

KHOZ Harrison, Ark.—Seeks mod. of cp (which authorized change frequency and hours) to extend completion date.

WPGC Morningside, Md.—Seeks mod. of cp (which authorized increase power change type trans, install DA-D and change ant. system) to extend completion date.

WMPY Salisbury, Md.—Seeks mod. of cp (which authorized new am) to extend completion date.

KLAN Renton, Wash.—Seeks mod. of cp (which authorized change frequency, hours, power and install new trans. and DA-1 [D+N] and change trans location) to extend completion date.

KDIX-TV Dickinson, N. D.—Seeks mod. of cp to extend completion date to 7-1-57.

WKRC-TV Cincinnati, Ohio—Seeks mod. of cp to extend completion date to 6-5-57.

License to Cover Cp

WISR Butler, Pa.—Seeks license to cover cp (which authorized new trans).

January 8 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of January 4

Following were granted extensions of completion dates as shown: **KHAD-TV Laredo, Tex.**, to 7-20; **KINY-TV Juneau, Alaska**, to 6-30; **KVIT (TV) Santa Fe, N. M.**, to 7-17; **WJMS-TV Ironwood, Mich.**, to 7-1; **WVEC-TV Hampton, Va.**, to 7-4; **KHTV (TV) Twin Falls, Idaho**, to 7-25; **WPRP-FM Ponce, P. R.** to 5-29.

Actions of January 3

KCMS Manitou Springs, Colo.—Granted license for am station.

WEHT (TV) Henderson, Ky—Granted extension of completion date to 5-3.

KCRG-TV Cedar Rapids, Iowa—Granted extension of completion date to 7-5.

Actions of January 2

KALV Alva, Okla.—Granted license for am station; conditions.

WJMA Orange, Va.—Granted cp to move ant.-trans. and studio location ½ mile from present site (no change in description) and increase ant. height.

KAUS Austin, Minn.—Granted extension of completion date to 3-2.

Actions of December 31

WBIQ (TV) Birmingham, Ala.—Granted license for non-commercial educational tv station (ch. *10); ERP vis. 30.9 kw, aur. 15.5 kw.

KIVA (TV) Yuma, Ariz.—Granted license for tv station (ch. 11); ERP vis. 28.8 kw, aur. 14.4 kw; and change studio locaton, same as trans. site.

KFRE-TV Fresno, Calif.—Granted license for tv station (ch. 12).

KCKT (TV) Great Bend, Kan.—Granted license for tv station (ch. 2); ERP vis. 100 kw, aur. 50 kw.

KTVO (TV) Kirksville, Mo.—Granted license for tv station (ch. 3).

KHAS-TV Hastings, Neb.—Granted license for tv station (ch. 5).

KHPL-TV Hayes Center, Neb.—Granted license for tv station (ch. 6).

KHOL-TV Kearney, Neb.—Granted license for tv station (ch. 13).

KDLO-TV Florence, S. D.—Granted license for tv station (ch. 3).

KGBT-TV Harlingen, Tex.—Granted license for tv station (ch. 4).

KUHT (TV) Houston, Tex.—Granted license for noncommercial educational tv station (ch. *8) and to change description of studio location (not move); ERP vis. 46.8 kw, aur. 23.4 kw (ant. 640 ft.).

WSIX-TV Nashville, Tenn.—Granted license for tv station and to correct geographical coordinates (ch. 8); ERP vis. 178 kw, aur. 89.1 kw.

WXEX-TV Petersburg, Va.—Granted license for tv station (ch. 8).

KFSD-TV San Diego, Calif.—Granted license for tv station (ch. 10) and specify studio location (not move).

WEOK Poughkeepsie, N. Y.—Granted cp to replace expired cp to make changes in ant. (increase height and side-mount shortwave receiving ant.); conditions.

WICO Salisbury, Md.—Granted mod. of cp to change name to **Wicomico Bcstg. Co.**

Following were granted extensions of completion dates as shown: **WXLI Hazelhurst, Ga.**, to 3-11; **WKLV Blackstone, Va.**, to 3-7; **WGCS Green Cove Springs, Fla.**, to 3-28, condition; **WNRC New Rochelle, N. Y.**, to 2-15; **KECC Pittsburg, Calif.**, to 5-1; **WTBF Troy, Ala.**, to 3-15, conditions; **WNOW-TV York, Pa.**, to 7-5; **KLAS-TV Las Vegas, Nev.**, to 2-28.

January 8 Applications

ACCEPTED FOR FILING

License to Cover Cp

KGEN Tulare, Calif.—Seeks license to cover cp (which authorized new am and specify studio location and remote control point).

WMEN Tallahassee, Fla.—Seeks license to cover cp (which authorized power increase and new trans.).

KCLN Clinton, Iowa—Seeks license to cover cp (which authorized new am).

WLOK Memphis, Tenn.—Seeks license to cover cp (which authorized power increase and new trans.).

January 9 Applications

ACCEPTED FOR FILING

Modification of Cp

WPRA Mayaguez, P. R.—Seeks mod. of cp (which authorized changes in ground system) to extend completion date.

License to Cover Cp

KHOT Madera, Calif.—Seeks license to cover cp which authorized new am and specify location.

KUBC Montrose, Calif.—Seeks license to cover cp which authorized change frequency, increase power, change type trans., change trans. location, make changes in DA and operate trans. by remote control.

WSBS Great Barrington, Mass.—Seeks license to cover cp which authorized change ant.-trans. and studio location and change station location to Great Barrington.

KBMO Benson, Minn.—Seeks license to cover cp which authorized new am and specify studio location and remote control point.

WDAS Philadelphia, Pa.—Seeks license to cover cp which authorized changes in DA-D pattern.

WBBI Abingdon, Va.—Seeks license to cover cp which authorized new am.

WMBR-TV Jacksonville, Fla.—Seeks license to cover cp which authorized changes in facilities of existing tv.

KWWL-TV Waterloo, Iowa—Seeks license to cover cp which authorized new tv.

UPCOMING

Jan. 15-18: ABC meeting, Balmoral Hotel, Miami Beach.

Jan. 16: Joint luncheon, Radio & Television Executives Society—American Women in Radio & Television, Hotel Roosevelt, New York City.

Jan. 16-17: South Carolina Radio & Tv Broadcasters Assn., Hotel Columbia, Columbia.

Jan. 17: Canadian Assn. of Radio & Television Broadcasters Tv Clinic, Boulevard Club, Toronto.

Jan. 18-20: Midwinter conference, Advertising Assn. of the West, Miramar Hotel, Santa Barbara, Calif.

Jan. 19: ABC affiliates meeting, Balmoral Hotel, Miami Beach.

Jan. 19-20: Fifth annual Retail Advertising Conference, Palmer House, Chicago.

Jan. 19-21: Atlanta Chapter, American Women in Radio & Television, Dinkler-Plaza Hotel, Atlanta.

Jan. 21-25: Winter general meeting, American Institute of Electrical Engineers, Hotels Statler and Sheraton McAlpin, New York.

Jan. 23-25: 12th annual Georgia Radio & Television Institute, U. of Georgia, Athens.

Jan. 31: Sports Broadcasters Assn.'s annual dinner, Hotel Roosevelt, New York.

February

Feb. 6-8: NARTB Board, Hollywood Beach Hotel, Hollywood, Fla.

Feb. 15-17: New England Chapter of American Women in Radio & Television, Somerset Hotel Boston.

March

March 18-21: Annual convention and engineering show, Institute of Radio Engineers, Waldorf-Astoria and New York Coliseum, New York City.

March 20-22: Continental Advertising Agency Network, Rickey's Studio Inn, Palo Alto, Calif.

April

April 7-11: NARTB annual convention, Conrad Hilton, Chicago.

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THE BUSINESSWEEKLY OF RADIO AND TELEVISION

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Federal Fly-Specking Commission

WE are impressed by the news that 125 Federal Trade Commission investigators will soon be busy monitoring radio and television commercials for evidence of fraud. Considering the admitted scarcity of complaints against broadcast media, it is intriguing to think of such a large staff (roughly one for every 3.8 tv stations and one for every 24 radio stations on the air) assigned to find violations.

Considering that these 125 are backed by a $100,000 appropriation which must be justified, we should not be surprised if they find something to report.

This journal has previously [Oct. 29, 1956] expressed its concern that the FTC might indulge in "fly-specking" to prove to Congress that it has needs of such funds to investigate broadcasting. We do not suggest that there are no abuses to be found; we do aver that their incidence is small, scattered and infrequent. And we are especially concerned about the possibility that the new monitoring—in concert with the FCC liaison to be established—may veer toward censorship.

ASCAP Rules the Waves

"THE networks have become the arbiters of the audible and the viceroys of the visual."

Thus alliterated Stanley Adams, immediate past president of ASCAP, in charging before the Celler Antitrust Subcommittee last September that the networks, through Broadcast Music Inc., dominate the music of America.

Other ASCAP spokesmen picked up Mr. Adams' tune (which, with all deference to Mr. Adams' creativity, could be traced back at least 10 years with no help from Sigmund Spaeth). Billy Rose, former shorthand champion, transcribed Mr. Adams' theme and presented variations in a lower key: Most BMI songs are "junk" and many are "obscene junk pretty much on a level with dirty comic magazines," testified Mr. Rose, an expert on many things. Networks and stations, he continued, are to blame for the "low level of our popular songs these days."

Now see what's happened. The Office of Research Inc., an independent organization in New York, has come out with its annual Peatman Survey of songs played most often on the radio-tv networks [B•T, Jan. 7], and the ASCAP witnesses are shown—once again—to be off key. Of the 35 hit songs most often played on the networks in 1956, 24 were ASCAP, 11 BMI.

A ratio of less than one in three is a curious proportion by which to "dominate," and if the level of our popular songs is "low," these figures put the ultimate blame on ASCAP far more than BMI. Oh, yes—among the most played standards in 1956, ASCAP had at least 33 out of 35.

The only thing new in all this, of course, is that the Peatman list demonstrates again how ASCAP music in 1956, as in previous years, dominated BMI on the networks. All this has been said before (to paraphrase an ASCAP title, we've grown accustomed to its face) and we don't really expect ASCAP to change its tune now. ASCAP propagandists have never paid much attention to facts. But the new information does point up that when the ASCAP choraliers cry "monopoly" at BMI, they do so with something besides music in their hearts.

Fire Canon 35

THE courtroom travesty in San Diego, where an irked judge has taken advantage of his robes to inflict personal vengeance on KFMB-TV newsmen, is reviving interest in the somewhat dormant effort to attain equality with other media in reporting court trials.

While broadcaster groups such as the NARTB Freedom of Information Committee are making progress in the scattered moves to gain equal access to the courtroom, the American Bar Assn. itself shows little sign of changing its long-range opposition to audio and visual reporting—an attitude that some of its members refer to as a "holding action" against broadcasting as well as newsreel and still photographers.

Appointment of an ABA Bar Media Committee in 1954 was greeted as the first sign of progress in the move to amend the anti-broadcast language of Canon 35, which governs the policy of most courts. Two years have passed but not much has happened—not even a joint discussion of the problem by the committee and representatives of electronic media. A new committee chairman—Circuit Judge Walter M. Bastian, of the U. S. Court of Appeals, District of Columbia—was named last autumn, but a committee request for a small budget to call a meeting of its three members has not yet been granted.

Drawn for BROADCASTING•TELECASTING by Sid Hix

"J. P., hear about one of our bakers winning $32,000 on that quiz show last night?"

We suggest that radio, television, newspapers and other media of journalism take the initiative, through their trade associations. They should call and underwrite a conference that would include a spokesman for each medium, with the three ABA committee members as participants. The conference should include, in addition, representatives of another ABA committee on revision of Canon 35.

One of these days, or years, the two ABA committees are likely to get together on a recommendation covering revision of Canon 35. They should have the benefit of a calm portrayal of the media side of the story, presented in the familiar manner of the judiciary.

Concededly, the courts are slow to change centuries-old customs and are loathe to recognize communications progress. But certainly the case of electronic reporting vs. archaic court customs must not be lost by default.

Half-Measures Not Enough

AN AMENDMENT to the political broadcasting law, exempting Presidential candidates from its provisions, has been proposed by Arthur W. Scharfeld, Washington attorney.

Mr. Scharfeld has suggested that Section 315, the political broadcasting part of the Communications Act, be revised to define "legally qualified candidate" as one subject to direct vote of the electorate. This, of course, would exclude Presidential candidates, for Presidents are chosen by the electoral college.

Mr. Scharfeld's proposal contains promising features. Many of the broadcaster's political problems arise in Presidential races. If Mr. Scharfeld's advice were followed by Congress, the difficulties of coping with equal time requests from the splinter-party or self-appointed candidates for President would be removed.

Unhappily, however, Mr. Scharfeld's suggestion is only another in the long list of minor cures for Section 315 which have been proposed through the years. As we editorialized last Dec. 24, none of these half-way measures has attracted appreciable support either among broadcasters or legislators.

We're for a campaign to kill Section 315 and thus give broadcasters their deserved right to exercise their own judgments in political campaigns. We hope some progressive legislator will introduce a bill to repeal Section 315, and introduce it soon.

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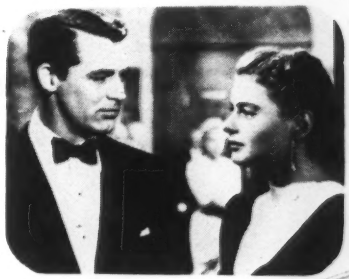
STRANGER ON THE PROWL. Paul Muni, Joan Lorring and the sensational child actor, Vittorio Manunta, in a gripping melodrama of a boy's growing love for a murderer who protects him.



NOTORIOUS. Cary Grant, Ingrid Bergman and Claude Rains in Ben Hecht's famous story directed by Alfred Hitchcock. A Selznick release.

GUEST WIFE. Claudette Colbert and Don Ameche in a sophisticated comedy about a gorgeous wife with one husband too many!

COURT MARTIAL. David Niven and Margaret Leighton in Anthony Asquith's study in suspense—a tense, exciting drama.

MAN WITH A MILLION. Gregory Peck in Mark Twain's hilarious comedy of a down-and-outer who picks up a million bucks, a million babes and a million laughs!

ISLAND OF DESIRE. Tab Hunter and gorgeous Linda Darnell in an emotion-swept drama—a fight to the finish for the only girl on a tropical island.

THE SPIRAL STAIRCASE. George Brent, Dorothy McGuire and Ethel Barrymore in the Dore Schary production of a Selznick mystery-thriller that is an all-time classic.

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